

Cost
Proposed

**COST PROFIT ANALYSIS
6111 Z1 TEXTING SOLUTION**

Firm Name: SWN Communications Inc. dba One Call Now

Enter the applicable costs and descriptions in the white areas. Startup and Monthly costs need to be all-inclusive for any potential contract costs. No additional charges will be accepted.

Description	Cost per Text	Evaluation Factor (Estimated text messages per year)	Initial Contract Award Year 1	Initial Contract Award Year 2	Initial Contract Award Year 3	Initial Contract Award Year 4
Cost per Text Message Year 1	\$.035	3,400,000	\$119,000			
Cost per Text Message Year 2	\$.030	4,700,000		\$141,000		
Cost per Text Message Year 3	\$.027	5,700,000			\$153,900	
Cost per Text Message Year 4	\$.024	6,700,000				\$160,800
Startup Cost: Please define below, add lines as needed.						
<<add detailed startup cost>>			\$22,000			
Monthly Cost: Please define below, add lines as needed.						
eg. annual Hosting / SaaS			\$2500	\$2500	\$2500	\$2500
eg. Travel expense			\$4500 for onsite training 1 week	\$0.0	\$0.0	\$0.0
eg Software Licensing or subscription cost			\$0.0	\$0.0	\$0.0	\$0.0
eg. Short codes (Dedicated/Non-Vanity)			\$6000 each annual	\$6000 each annual	\$6000 each annual	\$6000 each annual
<<add additional lines as needed for monthly costs>>			\$0.0	\$0.0	\$0.0	\$0.0
Total Cost			\$154,000	\$149,500	\$162,400	\$169,300

**COST PROFIT ANALYSIS
6111 Z1 TEXTING SOLUTION**

OPTIONAL COSTS				
Description	Initial Contract Period Year 1	Initial contract Period Year 2	Initial Contract Period Year 3	Initial Contract Period Year 4
Cost per keyword (if any)	\$0.00	\$0.00	\$0.00	\$0.00
<<add additional lines as needed for additional optional costs>>				

*Please note any Tier pricing available.

RENEWAL OPTION YEARS						
	Optional Renewal One Year 5	Optional Renewal One Year 6	Optional Renewal Two Year 7	Optional Renewal Two Year 8	Optional Renewal Three Year 9	Optional Renewal Three Year 10
Cost per Text	\$.024 (Pricing follows the same price breaks listed above. \$.024 is based off 6,700,000 per year volume)	\$.024 (Pricing follows the same price breaks listed above. \$.024 is based off 6,700,000 per year volume)	\$.024 (Pricing follows the same price breaks listed above. \$.024 is based off 6,700,000 per year volume)	\$.024 (Pricing follows the same price breaks listed above. \$.024 is based off 6,700,000 per year volume)	\$.024 (Pricing follows the same price breaks listed above. \$.024 is based off 6,700,000 per year volume)	\$.024 (Pricing follows the same price breaks listed above. \$.024 is based off 6,700,000 per year volume)
Monthly Cost: Please define below, add lines as needed.						
eg. Annual Hosting/SaaS Fee	\$2500	\$2500	\$2500	\$2500	\$2500	\$2500
eg. Travel Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
eg. Software Licensing or Subscription Cost	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

**COST PROFIT ANALYSIS
6111 Z1 TEXTING SOLUTION**

eg. Short codes (Dedicated/Non-Vanity)	\$6000 each					
<<add additional lines as needed for monthly costs>>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

OPTIONAL COSTS FOR RENEWAL YEARS						
Description	Optional Renewal One Year 5	Optional Renewal One Year 6	Optional Renewal Two Year 7	Optional Renewal Two Year 8	Optional Renewal Three Year 9	Optional Renewal Three Year 10
Cost per keyword (if any)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<<add additional lines as needed for additional optional costs>>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

*Please note any Tier pricing available.

	\$0.035	3,400,000
	\$0.0325	4,000,000
	\$0.030	4,700,000
	\$0.0285	5,000,000
	\$0.027	5,700,000
	\$0.0255	6,000,000
	\$0.024	6,700,000