**COST PROPOSAL**

**Request for Proposal 6502 Z1**

Bidder’s Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Bidder must enter a unit cost in dollars and cannot be a percentage.** Prices quoted on the Cost Proposal shall remain fixed for the entire contract period including all renewals.  NGPC Ad rate prices for advertising may change during the term of the contract.

**NEBRASKAland Magazine**

Current Ad Rate per Insertion 1+ 3+ 6+ 10+

Two Full Pages (Double Truck) $2,500 $2,400 $2,300 $2,050

Sub Ad Insert Card $2,000 $1,925 $1,850 $1,700

Inside Front, Page 3, Inside Back $1,300 $1,250 $1,200 $1,050

Full Page $1,000 $950 $900 $750

Half Page $600 $575 $525 $450

Quarter Page $400 $375 $325 $300

 One-Sixth Page $300 $275 $225 $200

NEBRASKAland Magazine

Fee per Ad Sold 1+ 3+ 6+ 10+

Two Full Pages (Double Truck) $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

Sub Ad Insert Card $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

Inside Front, Page 3, Inside Back $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

Full Page $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

Half Page $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

Quarter Page $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

 One-Sixth Page $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

**OPTIONAL SIZES NOT IN THE MEDIA KIT AND RATE CARD:**

**NEBRASKAland Magazine**

Current Ad Rate per Insertion 1+ 3+ 6+ 10+

One-Third Page $500 $475 $400 $375

 One-Twelve Page $150 $140 $120 $110

NEBRASKAland Magazine

Fee per Ad Sold 1+ 3+ 6+ 10+

 One-Third Page $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

 One-Twelve Page $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

**Guide Books**

Current Ad Rate per Insertion 1+ 2+ 3+ 4+

Inside Front, Inside Back, Back $1,500 $1,475 $1,450 $1,425

Full Page $1,000 $975 $950 $925

Two-Thirds $750 $725 $700 $650

Half Page $600 $575 $550 $525

One-Third Page $400 $375 $350 $325

Guide Books

Fee per Ad Sold 1+ 2+ 3+ 5+

Inside Front, Inside Back, Back $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

Full Page $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

Two-Thirds $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

Half Page $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

One-Third Page $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_ $\_\_\_\_\_\_

**Weekly E-newsletter**

Current Ad Rate per Insertion $300

Fee per ad insertion $\_\_\_\_\_\_\_

**Nebraskaland Magazine website advertising**

 **Ad sizes and** current Ad Rate per month

 Banner A - 468x60 px $300

 Banner B – 300 x 250 px $275

 Banner C – 728x30 px $250

 Banner D – 300x100 px $200

Fee for Nebraskaland website advertising

Banner A - 468x60 px $\_\_\_\_\_\_

 Banner B – 300 x 250 px $\_\_\_\_\_\_

 Banner C – 728x30 px $\_\_\_\_\_\_

 Banner D – 300x100 px $\_\_\_\_\_\_

**Insert Cards**

Game and Parks Commission currently does not currently have advertising on insert cards however may consider using in the future.

 Estimated Cost

Tip-in Sub/Ad Card 4/4 (2-sided) $2500

2 attached Sub/Ad Cards (both 2-sided) $2800

Sub/Ad Card (Special Issues Only)

Three Perfed Cards 2-sided ea $3500

 Fee per ad sold

Tip-in Sub/Ad Card 4/4 (2-sided) $\_\_\_\_\_\_

2 attached Sub/Ad Cards (both 2-sided) $\_\_\_\_\_\_

Sub/Ad Card (Special Issues Only)

Three Perfed Cards 2-sided ea $\_\_\_\_\_\_

**Special publication or project/product sponsorship**

Game and Parks Commission and Nebraskaland Magazine may have special printing, events or event signs, or multi-media projects or programs that allow for sponsorship at levels determined below.

Sponsorship rate $100

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $500

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $1,000

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $2,000

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $3,000

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $4,000

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $5,000

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $6,000

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $7,000

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $8,000

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $9,000

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $10,000

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $12,500

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $15,000

Fee for product sponsorship sold $\_\_\_\_\_\_\_

Sponsorship rate $20,000

Fee for product sponsorship sold $\_\_\_\_\_\_\_