

Cost Proposal Request for Proposal Number 6528 Z1

Bidder Name: _____

Due to the dynamic nature of this RFP and the resulting contract, the percentage of time spent on the items delineated in Section V.E. Scope of Work, will be fluid, with greater emphasis being put on certain areas at different times. This is considered a normal part of the services being contracted and shall be included in the proposed fixed prices.

Provide a fixed cost-per-hour rate for each of the six requirements as indicated. **Hourly Rates must not be expressed as a range.** If there are multiple rates associated with a requirement, then identify each rate separately. For evaluation purposes, the hourly rates will be averaged.

All prices, costs, and terms and conditions submitted in the proposal shall remain fixed and valid commencing on the opening date of the proposal until the contract terminates or expires.

A completed Cost Proposal must be submitted with the proposal response.

Requirements		Fixed Hourly Rates				
		Initial Period Year One	Optional Renewal One	Optional Renewal Two	Optional Renewal Three	Optional Renewal Four
1	Strategy Development	\$	\$	\$	\$	\$
2	Print Media	\$	\$	\$	\$	\$
3	Broadcast Media	\$	\$	\$	\$	\$
4	Outdoor or Out of Home	\$	\$	\$	\$	\$
5	Digital Media:	\$	\$	\$	\$	\$
6	Media Placement	\$	\$	\$	\$	\$
7	Evaluation	\$	\$	\$	\$	\$
8	Project Planning and Management	\$	\$	\$	\$	\$