

6669 Z1 Cost Proposal
Media Services
Option B Media Planning and Buying Services

Bidder Name: _____

	Initial Award Year 1 Not to Exceed Budget
External Hard Costs	
- Media Costs	\$000,000
Fees for Services	
- Media Planning/Buying/Monitoring	\$000,000
Sub-Total	\$000,000
Grand Total	\$4,000,000

Bidders should estimate costs for a \$4 million annual campaign in Year 1: subsequent years based on the Grant Total indicated. External media costs and costs for planning, buying and monitoring should be broken out as indicated above.

Optional Renewal Periods

	Renewal 1 Year 2 Not to Exceed Budget	Renewal 2 Year 3 Not to Exceed Budget	Renewal 3 Year 4 Not to Exceed Budget	Renewal 4 Year 5 Not to Exceed Budget
External Hard Costs				
- Media Costs	\$000,000	\$000,000	\$000,000	\$000,000
Fees for Services				
- Media Planning/Buying/Monitoring	\$000,000	\$000,000	\$000,000	\$000,000
Sub-Total				
Grand Total	\$4,200,000	\$4,410,000	\$4,630,500	\$4,862,025