

6669 Z1 Cost Proposal
Creative Services & Media Services
Option C *Creative and Production Services AND Media Planning and Buying Services*

Bidder Name: PlowShare Group, LLC, a wholly owned subsidiary of Publicis Groupe

	Initial Award Year 1 Not to Exceed Budget
Creative and Production External Hard Costs	
- Creative & Production	\$300,000
Fees for Creative and Production Services	
- Account Management	\$200,000
- Creative Development	\$500,000
Creative and Production Fees Sub-Total	\$1,000,000
Creative and Production Total	\$1,000,000
Media Planning/Buying External Hard Costs	
- Media Costs	\$3,200,000
Fees for Media Planning and Buying Services	
- Media Planning/Buying/Monitoring	\$800,000
Media Planning and Buying Total	\$4,000,000
Creative and Production AND Media Planning/Buying Grand Total	\$5,000,000

Creative: Bidders should estimate costs for creation of content for two (2) television commercials, four (4) print executions and related digital executions in Year 1 for both External Hard Costs and Fees for Services. Estimates for development and maintenance of creative content in remaining years is at bidder's discretion.

Media Planning and Buying: 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.

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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
Creative and Production External Hard Costs				
- Creative & Production	\$300,000	\$300,000	\$300,000	\$300,000
Fees for Creative and Production Services				
- Account Management	\$200,000	\$200,000	\$200,000	\$200,000
- Creative Development	\$500,000	\$500,000	\$500,000	\$500,000
Creative and Production Fees Sub-Total	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Creative and Production Total	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
	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
Media Planning/Buying External Hard Costs				
- Media Costs	\$3,400,000	\$3,610,000	\$3,830,500	\$4,062,025
Fees for Media Planning/Buying Services				
- Media Planning/Buying/Monitori ng	\$800,000	\$800,000	\$800,000	\$800,000
Media Planning/Buying Total	\$4,200,000	\$4,410,000	\$4,630,500	\$4,862,025
Creative and Production AND Media Planning/Buying Services Total	\$5,200,000	\$5,410,000	\$5,630,500	\$5,862,025