**Bidder Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |
| --- | --- |
| **Description** | **Initial Award Year 1****Not-to-Exceed Yearly Budget\*** |
| **External Hard Costs** |  |
| * Official State Travel Guide (approximately 200,000 per year)
	+ Creation and Production
	+ Fulfillment, Distribution, Storage
	+ Repurposing Content – Co-op social media
 |  |
| * Visit Nebraska.com
	+ Development
	+ Maintenance
	+ Hosting
	+ Paid Search (SEM) and Search Engine Optimization (SEO)
	+ E-Commerce Interface and Merchandise Coordination
 |  |
| * Advertising Sales and Service
 |  |
|  **Sub-Total** | **$000,000** |
| **Fees for Services** |  |
| * Official State Travel Guide
	+ Creation and Production
	+ Fulfillment, Distribution, Storage
	+ Repurposing Content – Co-op social media
 |  |
| * Visit Nebraska.com
	+ Development
	+ Maintenance
	+ Hosting
	+ Paid Search (SEM) and Search Engine Optimization (SEO)
	+ E-Commerce Interface and Merchandise Coordination
 |  |
| * Advertising Sales and Service
 |  |
| **Sub-total** | **$000,000** |
|  **Grand Total** | **$800,000** |

 \*The Grand Total is a not-to-exceed amount. Indicate estimates for Official Travel Guide, VisitNebraska.com and Advertising Sales and Service under each category - “External Hard Costs and “Fees for Agency Services.” Budgets for each of the individual function lines need not be itemized.

**Optional Renewal Periods**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** | **Renewal 1 Year 2****Not-to-Exceed Yearly Budget\*** | **Renewal 2 Year 3 Not-to-Exceed Yearly Budget\*** | **Renewal 3 Year 4 Not-to-Exceed Yearly Budget\*** | **Renewal 4 Year 5 Not-to-Exceed Yearly Budget\*** |
| **External Hard Costs** |  |  |  |  |
| * Official State Travel Guide (approximately 200,000 per year)
	+ Creation and Production
	+ Fulfillment, Distribution, Storage
	+ Repurposing Content – Co-op Social Media
 |  |  |  |  |
| * Visit Nebraska.com
	+ Development
	+ Maintenance
	+ Hosting
	+ Paid Search (SEM) and Search Engine Optimization (SEO)
	+ E-Commerce Interface and Merchandise Coordination
 |  |  |  |  |
| * Advertising Sales and Service
 |  |  |  |  |
|  **Sub-Total** | **$0** | **$0** | **$0** | **$0** |
| **Fees for Services** |  |  |  |  |
| * Official State Travel Guide
	+ Creation and Production
	+ Fulfillment, Distribution, Storage
	+ Repurposing Content – Co-op Social Media
 |  |  |  |  |
| * Visit Nebraska.com
	+ Development
	+ Maintenance
	+ Hosting
	+ Paid Search (SEM) and Search Engine Optimization (SEO)
	+ E-Commerce Interface and Merchandise Coordination
 |  |  |  |  |
| * Advertising Sales and Service
 |  |  |  |  |
| **Sub-total** | **$0** | **$0** | **$0** | **$0** |
|  **Grand Total** | **$840,000** | **$882,000** | **$926,000** | **$972,405** |

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