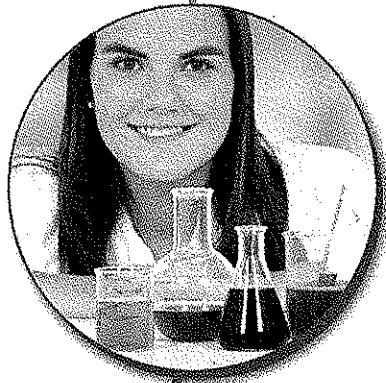


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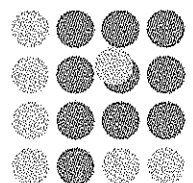
Advertising Services
for the Department
of Education

RFQ No. EDD304896

Cost Proposal



The Phillips Group
98 Findley Street
Elkins, WV, 26241
304.636.5568



Rachel D. Phillips

The Phillips Group

COST PROPOSAL

Grand Total Breakdown by task:

A. Advertising Deliverables: Vendor internal agency costs

NOTE: Vendor shall provide hourly rate information. The quantities listed below are provided for estimation purposes only. Actual quantities may be more or less at the discretion of the agency.

Travel and all miscellaneous expenses **shall** be included within all rates.

	All Inclusive Unit Cost	Estimated Quantities	Total Cost
1. Television	\$ <u>55</u> /hour	<u>50 hours</u>	<u>\$ 2750.00</u>
2. Radio	\$ <u>55</u> /hour	<u>25 hours</u>	<u>\$ 1375.00</u>
3. Survey & Analysis	\$ <u>55</u> /hour	<u>100 hours</u>	<u>\$ 5500.00</u>
4. Print Media	\$ <u>55</u> /hour	<u>25 hours</u>	<u>\$ 1375.00</u>
5. Outdoor Advertising	\$ <u>55</u> /hour	<u>25 hours</u>	<u>\$ 1375.00</u>
6. Billboards (Rate per billboard)	\$ <u>150</u> /each	<u>5 billboards</u>	<u>\$ 750.00</u>
7. Evaluation	\$ <u>55</u> /hour	<u>50 hours</u>	<u>\$ 2750.00</u>
8. Website	\$ <u>55</u> /hour	<u>100 hours</u>	<u>\$ 5500.00</u>
9. Contract Administration	\$ <u>55</u> /hour	<u>200 hours</u>	<u>\$ 11,000.00</u>
10. Consultation	\$ <u>55</u> /hour	<u>50 hours</u>	<u>\$ 2750.00</u>
11. Program Specific Event Planning/Related Costs	\$ <u>55</u> /hour	<u>100 hours</u>	<u>\$ 5500.00</u>
Sub Total			<u>\$ 40,625.00</u>

B. Media Buying Add-on:

Add-on for Media Buying is 5 %

All Vendors responding to this RFP must provide a percentage of add-on for media buying activities, if the Vendor plans to charge an add-on. This percentage will be multiplied by \$2,750,000.00. If the Vendor fails to provide an add-on percentage quote, it shall be interpreted to mean that no add-on charge is required and none shall be granted.

Bidder's Add-on for Media Buying is:

5 % (flat rate) times \$2,750,000.00 = Sub Total \$ 137,500.00

C. Add-on for Sub-Contracted Purchases:

Bidder's add-on for Sub-Contracted Purchases is 5 %

All Vendors responding to this RFP must provide a percentage of add-on for purchases from sub-contractors. This percentage will be multiplied by \$500,000.00. If the Vendor fails to provide an add-on percentage quote, it shall be interpreted to mean that no add-on charge is required and none shall be granted.

Bidder's add-on for Sub-Contracted Purchases is:

5 % times \$500,000.00 = Sub Total \$ 25,000.00

Total Cost of Proposal \$ 203,125.00