

Attachment C: Cost Sheet

Cost information below as detailed in the Request for Proposal and submitted in a separate sealed envelope. Cost should be clearly marked.

Grand Total Breakdown by task:

A. Advertising Deliverables: Vendor internal agency costs

All Inclusive	Hourly Rate	Estimated Hours	Total Cost
1. Television	\$ <u>80.00</u>	1,500	\$ <u>120,000.00</u>
2. Radio	\$ <u>20.00</u>	3,700	\$ <u>74,000.00</u>
3. Survey and Analysis	\$ <u>40.00</u>	700	\$ <u>28,000.00</u>
4. Print Media	\$ <u>80.00</u>	450	\$ <u>36,000.00</u>
5. Outdoor Advertising	\$ <u>20.00</u>	250	\$ <u>5,000.00</u>
6. Billboards (Rate per billboard)	\$ <u>20.00</u>	100	\$ <u>2,000.00</u>
7. Evaluation	\$ <u>80.00</u>	350	\$ <u>28,000.00</u>
8. Website design	\$ <u>60.00</u>	250	\$ <u>15,000.00</u>
9. Contract Administration	\$ <u>100.00</u>	120	\$ <u>12,000.00</u>
10. Consultation	\$ <u>100.00</u>	250	\$ <u>25,000.00</u>
11. Program Specific Event Planning/ Related Costs	\$ <u>60.00</u>	600	\$ <u>36,000.00</u>
		Sub Total	\$ <u>381,000.00</u>

NOTE: Vendor shall provide hourly rate information. Vendor shall also provide information regarding hourly rate reductions for any minimum number of hours purchased. The estimated hours are for bid purposes only.

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

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B. Media Buying Add-on:

Add-on for Media Buying is 0 %

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:

0 % (flat rate) times \$2,750,000.00 = Sub Total \$ 0.00

C. Add-on for Sub-Contracted Purchases:

Bidder's add-on for Sub-Contracted Purchases is 2.5 %

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:

2.5 % times \$500,000.00 = Sub Total \$ 12,500.00

Total Cost of Proposal \$ 393,500.00

PAYMENT METHODOLOGY

Vendor will be paid in arrears upon receipt of monthly invoice.

If applicable, sign and submit the attached Resident Vendor Preference Certificate with the proposal.