

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 Deliverable: Vendor internal agency costs

All Inclusive	Hourly Rate	Estimated Hours	Total Cost
1. Television	<u>\$65.00</u>	1,500	<u>\$97,500</u>
2. Radio	<u>\$15.00</u>	3,700	<u>\$55,500</u>
3. Survey and Analysis	<u>\$50.00</u>	700	<u>\$35,000</u>
4. Print Media	<u>\$50.00</u>	450	<u>\$22,500</u>
5. Outdoor Advertising	<u>\$50.00</u>	250	<u>\$12,500</u>
6. Billboards (Rate per billboard)	<u>\$50.00</u>	100	<u>\$5,000</u>
7. Evaluation	<u>\$50.00</u>	350	<u>\$17,500</u>
8. Website design	<u>\$65.00</u>	250	<u>\$16,250</u>
9. Contract Administration	<u>\$5.00</u>	120	<u>\$600</u>
10. Consultation	<u>\$65.00</u>	250	<u>\$16,250</u>
11. Program Specific Event Planning/Related Costs	<u>\$50.00</u>	600	<u>\$30,000</u>
		<b>Sub Total</b>	<b><u>\$308,600</u></b>

**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.

B. Media Buying Add-on:

Add-on Media Buying is 2.25%

All Vendors responding to this RFP must provide a percentage of add-on 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:  
2.25% (flat rate) times \$2,750,000.00 = Sub Total \$61,875

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% time \$500,000 = Sub Total \$25,000

**Total Cost of Proposal \$395,475**

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.

State of West Virginia
VENDOR PREFERENCE CERTIFICATE

Certification and application\* is hereby made for Preference in accordance with West Virginia Code, §5A-3-37. (Does not apply to construction contracts). West Virginia Code, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the West Virginia Code. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Resident Vendor Preference, if applicable.

- 1. Application is made for 2.5% resident vendor preference for the reason checked: Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or, Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or, Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,
2. Application is made for 2.5% resident vendor preference for the reason checked: Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
3. Application is made for 2.5% resident vendor preference for the reason checked: Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
4. Application is made for 5% resident vendor preference for the reason checked: Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or,
5. Application is made for 3.5% resident vendor preference who is a veteran for the reason checked: Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or,
6. Application is made for 3.5% resident vendor preference who is a veteran for the reason checked: Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (West Virginia Code, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: Charles Ryan Associates Signed: [Signature]
Date: 1-23-12 Title: Managing Partner

\*Check any combination of preference consideration(s) indicated above, which you are entitled to receive.