

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.

BID SCHEDULE

Vendors are to use this form and type in prices and percentages as applicable. All blanks must be completed. Failure to complete all sections may result in disqualification. (If you are not charging hourly rate or percentage markup insert "N/C").

A.

Specific Activities Estimated	*Estimated Hours Per Year	Rate Per Hour	Annual Estimated Cost
Account/Client Services/Strategic Planning/Research			
Analysis	770	79	60,830.00
Media Planning and Buying	1,125	79	88,875.00
Print Production	60	65	3,900.00
Art Direction	190	70	13,300.00
Copy Writing	115	70	8,050.00
Broadcast Production	55	75	4,125.00
Public Relations	20	65	1,300.00
Creative Direction	715	80	57,200.00
Total	3,050		237,580.00

*Estimated hours per year are 3,050 X the hourly activity.

Rates are applicable for both traditional media and online applications.

3,050 hours, the RFP's estimated number of hours per year, is multiplied by the percentage of time per year for each service to determine an estimated hours per year for service. Vendor hourly rates are multiplied by the respective hours to arrive at a cost and a total cost.

B.

Add-on for Sub-Contracted Purchases:

All Vendors responding to this RFP must provide a percentage of add-on for purchases from sub-contractors. This percentage will be multiplied by \$300,000.

Bidder's add-on for Sub-Contracted Purchases is x \$300,000.00 = \$3,000.00

C.

Media Buying Add-on:

All Vendors responding to this RFP must provide a percentage of add-on media buying activities (not to exceed 5%) if the Vendor plans to charge an add-on. This percentage will be multiplied by \$1,000,000.

Bidder's Add-on for Media Buying is x \$1,000,000.00 = \$20,000.00


D.

Total Cost of Proposal (See Note B):

Note B: Cost from A, B, and C are to be added together to determine the total cost of the proposal.

SHIPPING CHARGES WILL BE REIMBURSED AT COST WITH PROPER DOCUMENTATION.

ALL TRAVEL IS TO BE INCLUDED IN THE BID SCHEDULE . NO COMPENSATION FOR TRAVEL EXPENSES WILL BE MADE TO THE SUCCESSFUL VENDOR.


PATRICK W. STRADER
DIGITAL RELATIVITY
OWNER