

REQUEST FOR PROPOSAL
WV Dept. of Commerce Advertising Services

Attachment C: Cost Sheet

STONEWALL RETAIL MARKETING, INC.

05/21/15 12:13:44
WV Purchasing Division

**WVOASIS VENDOR SELF SERVICE (VSS)
ELECTRONIC COST PROPOSAL SUBMISSION
INSTRUCTION**

Vendors who wish to respond to a Centralized Request for Proposal (CRFP) online may submit information through the State's WVOASIS Vendor Self Service (VSS). Vendors should download **ATTACHMENT C: COST SHEET** that is attached separately to the CRFP and published to VSS. Vendors must complete this form with their cost information and include it as an attachment to their online response with an Attachment Type of "Pricing". These Cost attachments (Pricing) are then held in the VSS lock box until the separate cost opening date is determined.

If unable to respond online please see **SECTION FIVE: VENDOR PROPOSAL** of the Centralized Request for Proposal document.

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

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 Hours:

| Specific Activities Estimate | Estimated Hours | Rate Per Hour | Annual Estimated Cost |
|------------------------------|-----------------|---------------|-----------------------|
| Account/Client Services | 1,500 | \$ 75.00 | \$ 112,500.00 |
| Web Development | 3,750 | \$ 75.00 | \$ 281,250.00 |
| Media Planning and Buying | 750 | \$ 75.00 | \$ 56,250.00 |
| Art and Creative Direction | 700 | \$ 75.00 | \$ 52,500.00 |
| Broadcast Production | 250 | \$ 75.00 | \$ 18,750.00 |
| Print Production | 100 | \$ 75.00 | \$ 7,500.00 |
| Public Relations | 150 | \$ 75.00 | \$ 11,250.00 |
| Copy Writing | 150 | \$ 75.00 | \$ 11,250.00 |
| TOTAL | 7,350 | | \$ 551,250.00 |

Rates are applicable for both traditional media and online applications. Seven thousand three hundred fifty hours, the CRFP'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. Sub-Contracted Purchases Add-on:

All vendors responding to this CRFP must provide a percentage of add-on for purchases from subcontractors. This percentage will be multiplied by \$1,000,000.

Bidder's add-on for Sub-Contracted Purchases is 2% times 1,000,000 = \$ 20,000.00.

C. Media Buying Add-on:

All vendors responding to this CRFP must provide a percentage of add-on for 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 N/C% times 1,000,000 = \$ N/C.

D. Total Cost of proposal:*

Bidder's Total Cost of Proposal: \$ 571,250.00

* Costs from A, B, and C are to be added together to determine the total cost of the bid

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proposal.

Notes:

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.

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