



WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES

REQUEST FOR PROPOSAL
CRFP 0307 DEV1900000001

April 26, 2019

COST PROPOSAL

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ATTACHMENT A: 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	1,200	79	94,800.00
Web Development	900	79	71,100.00
Media Planning and Buying	150	79	11,850.00
Art and Creative Direction	2,000	79	158,000.00
Video Production	900	75	67,500.00
Public Relations	100	50	5,000.00
Copy Writing	150	65	9,750.00
Total	5,400		418,000.00

All vendors responding to this RFP must provide an hourly rate for each of the specific activities listed above. Rates are applicable for both traditional media and online applications.

5,400 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 each service. Vendors hourly rates are then multiplied by the respective hours to arrive at an estimated 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 \$100,000.

Bidder's add-on percentage for Sub-Contracted Purchases is 3.00% x \$100,000.00 = \$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 3%) if the Vendor plans to charge an add-on. Any vendor bidding more than 3% will be disqualified. This add on percentage will be multiplied by \$300,000.

Bidder's Add-on percentage for Media Buying is 2.00% x \$300,000.00 = \$6,000.00

D.
Total Cost of Proposal (See Note B): \$427,000.00

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 QUOTED HOURLY RATES. NO ADDITIONAL COMPENSATION FOR TRAVEL EXPENSES WILL BE MADE TO THE SUCCESSFUL VENDOR.

Digital Relativity, LLC
Kathryn Stott 4/25/19