

Original

COST PROPOSAL

STATE OF WEST VIRGINIA REQUEST FOR PROPOSAL 10 - CONSULTING

WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES

CENTRAL MASTER AGREEMENT

Solicitation: CRFP 0308 DEV1900000001

Michelle L. Childers

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Department of Administration, Purchasing Division

2019 Washington Street East

Charleston, WV 25305-0130

NCWV MEDIA

PO BOX 2000

CLARKSBURG, WV 26302

Phone: (304) 626-1453

[bjarvis@ncwvmedia.com](mailto:bjarvis@ncwvmedia.com)

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Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
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State of West Virginia  
 Request for Proposal  
 10 - Consulting

Proc Folder: 559537

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**BID RECEIVING LOCATION**

**BID CLERK**

DEPARTMENT OF ADMINISTRATION

PURCHASING DIVISION

2019 WASHINGTON ST E

CHARLESTON

WV 25305

US

**VENDOR**

**Vendor Name, Address and Telephone Number:**

NCWV MEDIA  
 PO Box 2000  
 Clarksburg, WV 26302  
 (304) 626-1453

**FOR INFORMATION CONTACT THE BUYER**

Michelle L Childers  
 (304) 558-2063  
 michelle.l.childers@wv.gov

Signature X

FEIN # 55-0145320

DATE 4/22/19

All offers subject to all terms and conditions contained in this solicitation

## 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	69	82,800.00
Web Development	900	69	62,100.00
Media Planning and Buying	150	58	8,700.00
Art and Creative Direction	2,000	60	120,000.00
Video Production	900	69	62,100.00
Public Relations	100	55	5,500.00
Copy Writing	150	60	9,000.00
<b>Total</b>	<b>5,400</b>		<b>350,200.00</b>

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** 0.50% x **\$100,000.00** \$500.00

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** 0.50% x **\$300,000.00** \$1,500.00

D.

**Total Cost of Proposal (See Note B):**

\$352,200.00

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.

THANK YOU FOR THE OPPORTUNITY TO HELP WV GROW!

XXXXX 3170-1-0.0.0.

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

Clarksburg Publishing Company d/b/a Neww Media  
(Company)

B. J. [Signature] President  
(Representative Name, Title)

(304) 626-1453, (304) 624-0651  
(Contact Phone/Fax Number)

Revised 08/02/2018

