

COST PROPOSAL FORM

West Virginia State Treasurer's Office Advertising Services RFP STO#474

Vendor Name: Fishknee Company I, LLC dba Bulldog Creative Services

I. Information

To facilitate evaluation of this RFP, we have included estimations for hours and dollar values. These quantities on the Cost Proposal Form are solely for the purpose of evaluation and are not indicative of any anticipated usage in the future by the STO. There is no guarantee that the STO will use a set amount of Services, or that the STO will use all of the Services.

Amounts quoted must be all-inclusive. No additional amounts, such as for travel or overhead, will be paid to the vendor.

The following information is provided to assist in completing the section below entitled Total Cost of Services Bid.

Hourly Rate:

Senior Ad Executive	\$ <u>65</u>
Ad Executive	\$ <u>55</u>
Graphic Artist	\$ <u>70</u>
Administrative/Secretarial	\$ <u>55</u>

Vendor should determine its own fair rate and quote the price it will charge for its in-house professional services. This hourly rate will be the maximum rate allowed for conducting work for the STO under a contract resulting from this RFP. Solely for the purpose of evaluation of this RFP, it is estimated that 1,000 hours of hourly rate services will be required annually.

Service Charge 15 %

Vendor should determine its own fair rate and quote the percentage it will charge as a handling fee for all outside purchases of media and advertising services and products. The STO will not advance the vendor any amount to pay for outside purchases and will reimburse the vendor for all goods and services only after they are provided. Solely for purposes of

evaluation of this RFP, it is estimated that \$175,000 will be expended annually for outside purchases of products and services.

Example

Hourly Rate	\$55.00
Service Charge	7%
1. 1,000 hours x \$55.00 =	\$55,000.00
2. \$175,000 x 7% =	\$12,250.00
3. TOTAL:	\$67,250.00

II. Total Cost of Services Bid

Insert the amounts you bid for the hourly rate and for the service charge, and then perform the calculations shown. Enter the total of Lines 1 and 2 on Line 3.

1. 1,000 Senior Ad Executive Hrs. x \$ <u>65</u> (Hrly Rate Bid)	= \$ <u>65,000.00</u>
2. 1,000 Ad Executive Hrs. x \$ <u>55</u> (Hrly. Rate Bid)	= \$ <u>55,000.00</u>
3. 1,000 Graphic Artist Hrs/ x \$ <u>70</u> (Hrly. Rate Bid)	= \$ <u>70,000.00</u>
4. 1,000 Administrative/Secretarial Hrs. x \$ <u>55</u> (Hrly. Rate Bid)	= <u>55,000</u>
	=
\$ <u> </u>	
5. \$175,000 x <u>15</u> % (Service Charge Bid)	= \$ <u>26,250.00</u>
6. Total Cost of Services Bid:	\$ <u>271,250.00</u>