

Section XI: Cost

Specific Services	Rate per Hour	Times	Estimated Hours Per Year*	Equals	Estimated Cost Per Year
Account/Client Services	\$70	x	5,000	=	\$350,000
Creative Planning	\$80	x	1,200	=	\$96,000
Media Buying and Planning	\$0	x	1,000	=	-
Strategic Planning	\$80	x	300	=	\$24,000
Art Direction	\$70	x	300	=	\$21,000
General Account Management	\$65	x	1,000	=	\$65,000
Research	\$50	x	500	=	\$25,000
Copywriting	\$70	x	250	=	\$17,500
Layout	\$60	x	500	=	\$30,000
Computer Graphics	\$40	x	1,500	=	\$60,000
Accounting	\$0	x	500	=	-
Event Planning	\$50	x	200	=	\$10,000
Public Relations	\$75	x	75	=	\$5,625
Event/Promotions Staff	\$40	x	100	=	\$4,000
Web Site Development/Maintenance	\$80	x	1,000	=	\$80,000
Clerical Services	\$0	x	50	=	-
Total Bid for Services					\$788,125

**Doe-Anderson acknowledges that these estimated hours are given to create an equal base for all bidders for purposes of cost scoring.*

Media-Buying Add-on:

The media add-on percentage is 6% (x) \$6,000,000** = \$360,000 per year

Production Add-on:

The production add-on percentage is 0% (x) \$2,000,000** = \$0 per year

***Doe-Anderson acknowledges that this is an estimated figure to create an equal base for all bidders for purposes of cost scoring.*

The total cost for Specific Activities, Media Buying and Production = \$1,148,125 per year***

****Doe-Anderson acknowledges and accepts that any services not expressly covered within this RFQ but requested by Lottery at later date will be billed at costs stipulated in the final section of this cost proposal.*