

Stonewall

agents must provide hourly quotes for the complete list of activities on the attached "Bid Schedule".

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.

<u>Specific Activities Estimated</u>	<u>Estimated Hours Per Year (Note A)</u>	<u>Rate Per Hour</u>	<u>Annual Estimated Cost</u>
Account/Client Services/Strategic Planning/Research Analysis	1,440 x	\$ 65 /hr.	\$ 93,600
Media Planning and Buying	1,440 x	\$ 65 /hr.	\$ 93,600
Print Production	600 x	\$ 65 /hr.	\$ 39,000
Art Direction	600 x	\$ 65 /hr.	\$ 39,000
Copy Writing	450 x	\$ 65 /hr.	\$ 29,250
Broadcast Production	200 x	\$ 65 /hr.	\$ 13,000
Public Relations	200 x	\$ 65 /hr.	\$ 13,000
Creative Direction	150 x	\$ 65 /hr.	\$ 9,750

Note A: Estimated hours per year are 5,080 x the hourly activity

Sub Total \$ 330,200

Rates are applicable for both traditional media and online applications.

Five thousand eighty 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 service. Vendor hourly rates are multiplied by the respective hours to arrive at a 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 \$300,000: Bidder's add-on for Sub-Contracted Purchases is. 2 % times \$300,000 = \$ 6,000

C. Media Buying Add-on:

All vendors responding to this RFP 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 \$3,000,000. Bidder's Add-on for Media Buying is 2 % (flat rate) times \$3,000,000 = \$ 60,000

D. Total Cost of Proposal (See Note B): \$ 396,200

Note B: Costs from A, B, and C are to be added together to determine the total cost of the proposal.

Mary J. Crabb
 STONEWALL PRESIDENT & CEO
 9-6-09