



BID SCHEDULE

A.	Specific Activities Estimated	Estimated Hours Per Year*	Rate Per Hour	Annual Estimated Cost*
	Account/Client Services/Strategic Planning/Research Analysis	1,440	\$ 135	\$194,400.00
	Media Planning and Buying	1,440	\$ 125	\$180,000.00
	Print Production	600	\$ 100	\$60,000.00
	Art Direction	600	\$ 100	\$60,000.00
	Copy Writing	450	\$ 85	\$38,250.00
	Broadcast Production	200	\$ 215	\$43,000.00
	Public Relations	200	\$ 170	\$34,000.00
	Creative Direction	150	\$ 150	\$22,500.00
		5,080	Total	\$632,150.00

B.	Bidders add-on for Sub-Contracted Purchases is 0.00% times \$300,000 =	\$0.00
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C.	Bidders add-on for Media Buying is 0.00% times \$3,000,000 =	\$0.00
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D.	Total Cost of Proposal =	\$632,150.00
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*Hours per function were assigned per WV Department of Tourism direction and are for this exercise only. We reserve the right to review the actual scope of work to be done under this agreement and revise staff allocations accordingly, which may alter rates within functional areas. We anticipate being able to meet the blended rate of approximately \$124/hour presented here, however, until we review actual scope, we cannot guarantee that \$124/hour will be our contracted rate (it could be lower, it could be higher depending on the mix of resources we apply based on the actual work to be performed). Moreover, the above exercise does not commit Ogilvy to guarantee that we can perform the proposed scope of work for the above hours or cost.