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WV PURCHASING DIVISION



WEST VIRGINIA STATE TREASURER'S OFFICE

COST PROPOSAL

CRFP STO2100000002

July 13, 2021

Phone: 304.663.6890 Fax: 304.608.2121

digitalrelativity.com



211 W. Maple Ave.
Fayetteville, WV 25840

108 1/2 Capitol Street
Charleston, WV 25301

Pat Strader, Founder & CEO

(304) 663-6890

pat@digitalrelativity.com

REQUEST FOR PROPOSAL

(West Virginia State Treasurer's Office RFP STO210000002)

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.

Bids for hourly rates and service charges shall include all costs, including travel and overhead. The Agency shall not pay any other fees or costs.

Insert the amounts you bid for the hourly rate. Multiply the estimated hours by the hourly rate you bid. Enter the total at the bottom.

The Vendor understands that all services will be provided and billed for based upon actual hours. Estimated hours noted on the Cost Sheet for service categories are estimates for evaluation purposes only. The Agency makes no guarantee to the actual quantity of services that will be required by the Agency.

If the Vendor plans to charge an additional markup fee for subcontracted purchases or media buys, please provide the add-on percentage in the below chart using this formula: Estimated Cost TIMES Percentage Charged EQUALS TOTAL

Services	Estimated Hours	Hourly Rate	TOTAL
Account Management	50	\$ 110	\$ 5,500
Creative/Design Services	50	\$ 110	\$ 5,500
Video/Audio Production	20	\$ 110	\$ 2,200
Digital Production	20	\$ 110	\$ 2,200
Print Production	20	\$ 85	\$ 1,700
Survey/Analysis/ Evaluation	20	\$ 85	\$ 1,700
	Estimate Cost	Percentage Charged	TOTAL
Advertisement Placement Buys	\$50,000	3 %	\$ 1,500
Subcontracted Services	\$50,000	3 %	\$ 1,500
FINAL TOTAL:			\$ 21,800

VENDOR: Digital Relativity, LLC

Patricia J. Storch 7/12/21