

## EXHIBIT A: PRICING PAGE

A. CATEGORY	SECTION(S)	CONTRACT SERVICES	Unit of Measure	ESTIMATED HOURS, (BASED ON HOURS/YEAR IN 2023)	VENDORS HOURLY	TOTAL EXTENDED COSTS
ACCOUNT MANAGEMENT	4.2.2	1. Account Service	Hour(s)	1900	150.00	285,000.00
	4.2.4.2	3. Public Relations	Hour(s)	40	75.00	3,000.00
	4.2.2.8	4. Rights, Trademarks, and Legal Procurement	Hour(s)	55	75.00	4,125.00
STRATEGIC PLANNING AND ANALYSIS	buying	Strategic Planning & Analysis	Hour(s)	125	180.00	22,500.00
			Hour(s)			
			Hour(s)			
MEDIA PLANNING AND BUYING	4.2.1.3	5. Radio and Streaming Services	Hour(s)	100	150.00	15,000.00
	4.2.1.4	6. Television and Streaming Services	Hour(s)	500	180.00	90,000.00
	4.2.7.1	7. Newspaper	Hour(s)	25	150.00	3,750.00
	4.2.9	7. Digital Advertising	Hour(s)	100	150.00	15,000.00
	4.4.2.6	8. Outdoor Ads	Hour(s)	50	150.00	7,500.00
	4.4.3.6	9. Social Media	Hour(s)	25	150.00	3,750.00
DESIGN AND PRODUCTION	4.2.2.10	10. Design & Copywriting	Hour(s)	650	250.00	162,500.00
	4.2.4	11. Art Direction	Hour(s)	100	250.00	25,000.00
	4.2.6	16. Film Production	Hour(s)	100	100.00	10,000.00
		17. Audio Production	Hour(s)	100	20.00	2,000.00
MISCELLANEOUS	4.4.1.4	19. Sponsorships-Collegiate/ Fairs & Festivals	Hour(s)	35	75.00	2,625.00
	4.4.1.4	20. Marketing Promotions Planning and Materials, Prizes, Trips, and Accommodations	Hour(s)	50	75.00	3,750.00
	4.2.11					
	4.2.12					
	4.4.1.4	21. Promotion and Events Field Staffing	Hour(s)	25	75.00	1,875.00
<b>TOTAL EXTENDED HOURLY COST</b>						<b>657,375.00</b>

The sum of ESTIMATED HOURS PER YEAR (CONTRACT SERVICES ABOVE) IS 3,980 HOURS. The quantities shown are estimates only and may be more or less.

**B. Media Buying Add-On**

All Vendors responding to this RFP must provide a percentage of add-on media buying activities (not to exceed 5%)

This percentage will be multiplied by \$10,000,000.00 and added to that total.

The total media buy of \$10,000,000.00 is arbitrary and the actual amount may not reach or may exceed this amount during the possible three (3) years of the contract.

Percentage 5.00%

10,500,000.00

**C. (Cost from A. and B. are to be added together to determine the total cost of the proposal.)**

11,157,375.00



Submitted by Bethany West, President, The Manahan Group on 10/15/2024  
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304-343-2800/Fax 304-343-2788

The Manahan Group LLC is an In-State Vendor and a Small Business and requests a 5% Vendor Preference

VENDOR NAME: The Manahan Group LLC  
Buyer: Toby L Welch  
SOLICITATION NO.: CFRP LOT2500000001  
BID OPENING DATE: October 15, 2024  
BID OPENING TIME: 1:30 p.m.  
FAX NUMBER: 304-558-3970