



TITLE PAGE:

COST PROPOSAL

SOLICITATION NO.: CRFP LOT2500000001

Subject: RFP - Lottery Marketing and Advertising Services

Vendor: InnerAction Media, LLC

Business Address: 1440 Center Hill Ave, Suite 4, Morgantown, WV 26505

Telephone: 3049932272

Fax: 3046240651

Contact: Brian Jarvis, Esq.

Email: [brian@inneractionmedia.com](mailto:brian@inneractionmedia.com)

A handwritten signature in blue ink, appearing to be 'B. Jarvis', is written over a horizontal line.

Brian Jarvis, Vice-President

Date: 10/9/2024

## EXHIBIT A : PRICING PAGE

A.	CATEGORY	SECTION(S)	CONTRACT SERVICES	Unit of Measure	ESTIMATED HOURS (BASED ON HOURS/ YEAR IN 2023)	VENDOR'S HOURLY	TOTAL EXTENDED COSTS
	ACCOUNT MANAGEMENT	4.2.2	1. Account Management and Services	Hour(s)	1,900	\$ 150.00	\$285,000.00
		4.2.4.2	3. Public Relations	Hour(s)	40	\$ 150.00	\$6,000.00
		4.2.2.8	4. Rights,Trademarks, and Legal Procurement	Hour(s)	55	\$ 150.00	\$8,250.00
	STRATEGIC PLANNING AND ANALYSIS	buying	Strategic Planning & Analysis	Hour(s)	125	\$ 150.00	\$18,750.00
	MEDIA PLANNING AND BUYING	4.2.1.3	5. Radio and Streaming Services	Hour(s)	100	\$ 110.00	\$11,000.00
		4.2.1.4	6. Television and Streaming Services	Hour(s)	500	\$ 110.00	\$55,000.00
		4.2.7.1	7. Newspaper	Hour(s)	25	\$ 110.00	\$2,750.00
		4.2.9	7. Digital Advertising	Hour(s)	100	\$ 110.00	\$11,000.00
		4.4.2.6	8. Outdoor Ads	Hour(s)	50	\$ 110.00	\$5,500.00
		4.4.3.6	9. Social Media	Hour(s)	25	\$ 110.00	\$2,750.00
	DESIGN AND PRODCUTION	4.2.2.10	10. Design and Copywriting	Hour(s)	650	\$ 200.00	\$130,000.00
		4.2.4	11. Art Direction	Hour(s)	100	\$ 200.00	\$20,000.00
		4.2.6	16. Film Production	Hour(s)	100	\$ 200.00	\$20,000.00
			17. Audio Production	Hour(s)	100	\$ 200.00	\$20,000.00
	MISCELLANEOUS	4.4.1.4	19. Sponsorships- Collegiate/ Fairs & Festivals	Hour(s)	35	\$ 200.00	\$7,000.00
		4.4.1.4	20. Marketing Promotions Planning and Materials, Prizes, Trips, and Accommodations	Hour(s)	50	\$ 200.00	\$10,000.00
		4.2.11					
		4.2.12					
		4.4.1.4	21. Promotion and Events Field Staffing	Hour(s)	25	\$ 200.00	\$5,000.00
<b>TOTAL EXTENDED HOURLY COST</b>							<b>\$ 618,000.00</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 activitites (not to exceed 5%).  
This percentage will be multiplied by \$10,000,000 and added to that total.

Percentage:

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	STRATEGIC PLANNING AND ANALYSIS	buying	Strategic Planning & Analysis	Hour(s)	125	\$ 150.00	\$18,750.00
	MEDIA PLANNING AND BUYING	4.2.1.3	5. Radio and Streaming Services	Hour(s)	100	\$ 110.00	\$11,000.00
		4.2.1.4	6. Television and Streaming Services	Hour(s)	500	\$ 110.00	\$55,000.00
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	DESIGN AND PRODCUTION	4.2.2.10	10. Design and Copywriting	Hour(s)	650	\$ 200.00	\$130,000.00
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	MISCELLANEOUS	4.4.1.4	19. Sponsorships- Collegiate/ Fairs & Festivals	Hour(s)	35	\$ 200.00	\$7,000.00
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MEDIA PLANNING AND BUYING		5. Radio and Streaming Services	Hour(s)	100	\$ 110.00	\$11,000.00
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