

REQUEST FOR PROPOSAL
West Virginia State Treasurer's Office
Professional Advertising, Marketing and Promotional Services

Attachment A: Cost Sheet

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2025 SEP -8 AM 10: 03

WV STATE TREASURER'S OFFICE

Bid Opening Delayed
Rescheduled to Open on

9-17-25

Opened to Determine

REQUEST FOR PROPOSAL

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Attachment A: Cost Sheet

Provide cost information as detailed below and submit it in a separate sealed envelope. Cost should be clearly marked.

Bids for hourly rates must include **ALL** expenses, including travel, overhead, media buys, and markup for third-party subcontracted vendors. Vendor may only charge subcontractor vendor costs when agreed upon ahead of time by the Agency. Vendor must provide a quote comparison for two or more third-party vendors whenever possible, with the exception of media buys. **The Agency shall not pay any other fees or costs.**

Insert the hourly rate bids in the chart below. Multiply the estimated hours by the hourly rate bids. 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 are for evaluation purposes only. The Agency makes no guarantee to the actual quantity of service hours that will be required by the Agency.

| Services/Category | Estimated Hours | Hourly Rate | TOTAL |
|--------------------------|------------------------|--------------------|---------------|
| Account Management | 200 | \$ 125.00 | \$ 25,000.00 |
| Campaign Strategy | 300 | \$ 200.00 | \$60,000.00 |
| Creative Services | 500 | \$ 125.00 | \$ 62,500.00 |
| Advertisement Placement | 100 | \$ 100.00 | \$ 10,000.00 |
| Media Spend | N/A | N/A | TBD |
| FINAL TOTAL: | 1,100 Hours | -- | \$ 157,500.00 |

** Note: Travel expenses are offered at no charge.*