RFP 20115 COST SHEET
(to be included in separate sealed envelope)

Vendor Name: _________________________________________________

For evaluation purposes, price out the Cost of Services Bid as discussed below. There is no guarantee that the Commission and/or Council will use a set amount of services, or that the Commission and/or Council will use all of the services. This scenario is for Evaluation Purposes ONLY.

Amounts quoted must be all-inclusive. No additional amounts, such as for travel or overhead, will be paid to the vendor.

Sample Breakdown of Potential Services:

Planning/Research Analysis: 5%
Content Creation/Copy Writing: 15%
Design Work: 15%
Media Planning and Buying: 25%
Social Media Planning and Execution: 20%
Public Relations/Events: 10%
Client Consultation: 5%
Campaign Evaluation: 5%

Vendor must provide hourly rates by employee classification and identify the mark-up rate that will be used:

Senior Ad Executive $__________
Ad Executive $__________
Graphic Artist $__________
Administrative $__________
Mark-up Rate: _____________%

Vendor should determine its own fair rate and quote the price it will charge. This hourly rate will be the maximum rate allowed for conducting work for the Commission and/or Council under a contract resulting from this RFP.

Total Cost of Services Bid

Insert the amounts you bid for the hourly rate, and then perform the calculation shown.

1. 500 Senior Ad Executive Hours x $__________ (hourly rate bid) = $
2. 800 Ad Executive Hours x $__________ (hourly rate bid) = $
3. 800 Graphic Artist Hours x $__________ (hourly rate bid) = $
4. 300 Administrative Hours x $__________ (hourly rate bid) = $
5. Total Cost of Services (sum of lines 1-4) = $