# PRICE SHEET/SCHEDULE

**Opioid Advertising Services: DOH**

**RFQ AK-040**

Bidder's Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Price Sheet/Schedule below contains four (4) Parts; A-D. Bidders must provide pricing for all parts. Failure to submit all information required will result in the Quote being considered non-responsive.

**Part A**

|  |  |  |
| --- | --- | --- |
| **Price Line** | **Description** | **Campaign**  **(Section 4.4.3.1)**  **$1,000,000 Budget** |
| 1 | Labor Cost for Advertising based on Sample Campaign | $ |
| 2 | Labor Cost for Public Relations based on Sample Campaign | $ |
| 3 | Labor Cost for Development of Collateral Materials based on Sample Campaign | $ |
| 4 | Media Placement Mark-Up Percentage | % |
| 5 | Pass-through Media Placement | N/A |
| 6 | Pass-through Media Production | N/A |
| 7 | Pass-through non-Media Production | N/A |

The Bidder must provide pricing for all cells of the Price Schedule **Part A** and **Part B** that contain a “$” or “%”. Failure to submit all information required will result in the Quote being considered non-responsive. No additional price lines shall be added, and no price lines shall be altered.

A Bidder electing to not charge the State for a service must indicate its willingness to do so by inserting a zero (0) or “N/A” into that line.

The Campaign Scenario included in Section 4.4.3.1 is for evaluation purposes only. The sample budget will not be the price paid to the Bidder awarded the Contract resulting from this RFQ. However, price lines provided for the sample campaign will be the price lines used for actual campaigns under the Contract.

Refer to RFQ Section 2.1 for the definitions of “Labor Rate (Firm Fixed Price)” and “All-Inclusive Hourly Rate”.

All Bidders must fit the labor titles of personnel it will use in performing the requirements of this RFQ into the labor titles presented in Part B; not additional titles shall be added. The Bidder must include an All-Inclusive Hourly Rate for each labor title listed.

**Part B**

|  |  |  |  |
| --- | --- | --- | --- |
| **Price Line** | **Labor Rates**  **All-Inclusive Hourly Rate** | **Unit** | **Year 1** |
| 8 | Account Executive | Hour | $ |
| 9 | Advertising Account Manager | Hour | $ |
| 10 | Public Relations Account Director | Hour | $ |
| 11 | Comptroller | Hour | $ |
| 12 | Media Director | Hour | $ |
| 13 | Media Planner/Buyer | Hour | $ |
| 14 | Senior Art Director | Hour | $ |
| 15 | Creative Director – Art | Hour | $ |
| 16 | Creative Director – Copy | Hour | $ |
| 17 | Production Director - Art | Hour | $ |
| 18 | Production Director - Media | Hour | $ |
| 19 | Production Director – Print | Hour | $ |
| 20 | Graphic Designer | Hour | $ |
| 21 | Copywriter | Hour | $ |
| 22 | Administrative Support | Hour | $ |

**Part C**

Using the hourly rates submitted for Year 1 of Part B, a Bidder must submit a budget that supports its plans for Part A, Sample Campaign, by labor title. A Bidder’s pricing for the Campaign Scenario and supporting budget cannot exceed the hypothetical budget of $1,000,000.

**Part D**

For the line items below, Bidders must include a schedule with the estimated number of hours by labor title that would be required to develop the following based on the All-Inclusive Hourly Rates submitted in Part B:

1. Four-color trifold brochure: Estimate should include meeting with the State to discuss the assignment, development of copy, revisions, and design/layout;
2. Poster (size will vary, depending on project): Estimate should include discussion with the State to determine the message, development of copy, design/layout and revisions;
3. Logo: Estimate should include time with the State to determine message, development of 10 to 12 logos and revisions; and
4. Tagline: Estimate should include time with the State to determine message, development of at least 12 taglines and revisions.

|  |  |  |  |
| --- | --- | --- | --- |
| **Price Line** | **Collateral Items** | **Labor Titles** | **Estimated Hours for each** |
| 23 | Four-color trifold brochure |  |  |
| 24 | Poster |  |  |
| 25 | Logo |  |  |
| 26 | Tagline |  |  |