ATTACHMENT I – COST SCHEDULE

Vendor: SkyWire

Creative Development

Program Element	Team Member	Title/Level	Hourly Rate	Estimated Percentage of Time on Account Per Month
Strategic Planning	Shahab Zargari	Team Manager	30	10%
Research	Mindy Molisee	Team Member	22	10%
Brand Development	Shahab Zargari	Team Manager	50	10
Production TV	Reza Zargari	Team Member	55	30%
Production Print	Shahab Zargari	Team Manager	55	30%
Production Other	Shahab Zargari	Team Manager	30	20%
Video/Content Production	Shahab Zargari	Team Manager	70	30%
New Media	Shahab Zargari	Team Manager	25	20%
Account Administration	Jon Grenier	Account Executive	25	20%

External Communications (PR/PA)

Program Element	Team Member	Title/Level	Hourly Rate	Estimated Percentage of Time on Account Per Month
Strategic Planning	Shahab Zargari	Team Manager	30	20%
Communications Action Plan Development	Reza Zargari	Team Member	30	30%
Consumer Media Relations	Mindy Molisee	Team Member	30	10%
Trade Media Relations	Mindy Molisee	Team Member	30	10%
Public Affairs	Mindy Molisee	Team Member	30	10%
Social Media	Mindy Molisee	Team Member	20	30%
Online Press Room Development	Shahab Zargari	Team Manager	25	10%
Industry Education	Reza Zargari	Team Member	50	30%
Governor's Conference on Tourism Planning	Mindy Molisee	Team Member	55	10%
Account Administration	Jon Grenier	Account Executive	25	20%

Digital Development

Program Element	Team Member	Title/Level	Hourly Rate	Estimated Percentage of Time on Account Per Month
Competitor/Best Practice Review and Recommendation	Jesse Spence	Client Services	100	10%
TravelNevada.com Enhancements/Development	Vikas Khorana	VP IT	125	10%
Nevada Tourism Ancillary Sites Development	Vikas Khorana	VP IT	125	10%
Back-end Administration Development	Vikas Khorana	VP IT	125	10%
Mobile App Development	Vikas Khorana	VP IT	150	10%
Account Administration	Jesse Spence	Client Services	100	10%

Customer Relationship Management (CRM/Emarketing)

Program Element	Team Member	Title/Level	Hourly Rate	Estimated Percentage of Time on Account Per Month
Strategic Planning	Jesse Spence	Client Services	100	10%
Account Administration	Jesse Spence	Client Services	100	10%
Materials Development (as identified in plan)	Shahab Zargari	Team Manager	30	20%
Materials Distribution (as identified in plan)	Jon Grenier	Account Executive	25	20%

Media Buying

Media buying respondents may submit the cost using one of two cost options:

Option 1 - Commission plus fees schedule

Media Type	**Agency Commission (please note if the agency charges a flat commission, if the commission is dependent on the media channel or if the commission is dependent on the spend level)**	**Hourly Rate for Fees (spot duplication, creative production, tracking, etc.)**
Broadcast Spot Television – market level	6% flat commission	50
Broadcast Spot Television – national level	6% flat commission	50
Cable Spot Television – market level	6% flat commission	50
Cable Spot Television – national level	6% flat commission	50
Digital	6% flat commission	50
Print	6% flat commission	50
Radio	6% flat commission	50
Out of Home	6% flat commission	50
Events/Sponsorship	6% flat commission	50

Option 2 – Fees Only – this option assumes Nevada Tourism will pay no commission to the agency, but may pay fees for work done to support the buys

Program Element	**Team Member**	**Title/Level**	**Hourly Rate**	**Estimated Percentage of Time on Account Per Buy**

Is your agency a SAG signatory agency? _____ Yes __X__ No (Please initial in appropriate space).