ATTACHMENT I – COST SCHEDULE

In many cases, the activities listed on the form below will have a point person, but will be executed by a team of associates. We have listed all key leaders for the various program elements, and have indicated when they will be supported by team members.

Hourly Rates: Our standard hourly rates vary from $75 to $300 per hour depending on our associates' level of experience/seniority and the technical difficulty of the task at hand. To simplify our relationship and further demonstrate our commitment to your business, we are proposing a discounted, fixed hourly rate of $160.

Creative Development

Program Element	**Team Member**	**Title/Level**	**Hourly Rate**	**Estimated Percentage of Time on Account Per Month**
Strategic Planning	Dave Bowers *Team*	Chief Creative Officer	$160	20%
Research	Mike Exner *Team*	Associate Creative Director	$160	40%
Brand Development	Bill Marconi *Team*	Associate Creative Director	$160	40%
Production TV	Michelle Spalding	Broadcast Producer	$160	20%
Production Print	Tim Shoaf	Print Production Manager	$160	30%
Production Other	Tim Shoaf	Print Production Manager	$160	
Video/Content Production	Bill Fioritto *Team*	Senior Art Director	$160	20%
New Media	Sean Cowan *Team*	SVP, Digital Experience Director	$160	20%
Account Administration	Jennifer Jenkins *Team*	VP, Creative Services Director	$160	30%

External Communications (PR/PA)

Program Element	Team Member	Title/Level	Hourly Rate	Estimated Percentage of Time on Account Per Month
Strategic Planning	Neil Mortine Marty McDonald *Team*	President and CEO SVP, Tourism Practice Lead	$160	10% 50%
Communications Action Plan Development	Neil Mortine Marty McDonald Abbi Whitaker *Team*	President and CEO SVP President	$160	10% 50%
Consumer Media Relations	Ann Marcum Kimberly Miles Abbi Whitaker *Team*	Senior Counselor Media Specialist President	$160	50%
Trade Media Relations	Ann Marcum *Team*	Senior Counselor	$160	15%
Public Affairs	Abbi Whitaker Tim Miller	President SVP	$160	20%
Social Media	Constance Aguilar *Team*	Director/Strategist	$160	40%
Online Press Room Development	Erin Maggied	Account Supervisor	$160	15%
Industry Education	Marty McDonald Abbi Whitaker *Team*	SVP President	$160	30%
Governor's Conference on Tourism Planning	Abbi Whitaker *Team*	President	$160	40%
Account Administration	Jeff Scott	Vice President	$160	50%

Digital Development

Program Element	Team Member	Title/Level	Hourly Rate	Estimated Percentage of Time on Account Per Month
Competitor/Best Practice Review and Recommendation	Aaron Reiser *Team*	VP, Creative Director	$160	15%
TravelNevada.com Enhancements/Development	Sean Cowan *Team*	SVP, Digital Experience Director	$160	25%

Nevada Tourism Ancillary Sites Development	Steve Parker *Team*	Sr. Digital Designer	$160	35%
Back-end Administration Development	Sean Cowan *Team*	SVP, Digital Experience Director	$160	45%
Mobile App Development	Greg Wilson *Team*	Sr. Art Director and UX	$160	40%
Account Administration	Ryan Longbrake	Senior Digital Account Specialist	$160	20%

Customer Relationship Management (CRM/Emarketing)

Program Element	**Team Member**	**Title/Level**	**Hourly Rate**	**Estimated Percentage of Time on Account Per Month**
Strategic Planning	Sean Cowan *Team*	SVP, Digital Experience Director	$160	20%
Account Administration	Ryan Longbrake	Senior Digital Account Specialist	$160	25%
Materials Development (as identified in plan)	Aaron Reiser *Team*	VP, Creative Director	$160	40%
Materials Distribution (as identified in plan)	Ryan Longbrake *Team*	Senior Digital Account Specialist	$160	35%

Media Buying

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

Option 1 - Commission plus fees schedule

Fahlgren Mortine's preferred compensation structure for media planning and buying is a hybrid fee and commission structure.

The fee will be derived from the amount of hours for development of the strategic media recommendation. Media plan development includes the discovery, distillation and development phases.

A media commission of 4% of the gross media costs on the allocated media spend will be included in the plan recommendation costs to cover the following services: buy negotiation, placement, asset delivery and maintenance/optimization (deployment phase). We charge a flat commission across all media channels.

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	4%	$160
Broadcast Spot Television – national level	4%	$160
Cable Spot Television – market level	4%	$160
Cable Spot Television – national level	4%	$160
Digital	4%	$160
Print	4%	$160
Radio	4%	$160
Out of Home	4%	$160
Events/Sponsorship	4%	$160

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**