Part II—Cost Proposal
Section I—Title Page
RFP Title: Department of Public Safety Marketing and Advertising Campaign
RFP: 3481
Vendor Name: Robertson+Partners
Address: 6061 S. Fort Apache Rd. #100, Las Vegas, NV 89148
Opening Date: September 26, 2017
Opening Time: 2:00 PM

8.4 PART II – COST PROPOSAL

8.4.1 The cost proposal shall not be marked "confidential". Only information that is deemed proprietary per NRS 333.020 (5) (a) may be marked as "confidential".

Vendor will comply.

8.4.2 Vendors shall provide one (1) PDF Cost Proposal file that includes the following:

Vendor will comply.

8.4.2.1 Section I – Title Page with the following information:

Vendor will comply.

8.4.2.2 Section II – Cost Proposal

Vendor's cost proposal response shall be included in this section.

Refer to the following page.

ATTACHMENT G – COST SCHEDULE - RFP 3481

Vendor Name: ____Robertson+Partners_____

Add lines or pages as needed.

Billable Services	**Hourly Rate**
Account Supervision	_____$125____
Account Coordination	_____$125____
Account Planning	_____$125____
Art Direction/Layout	_____$125____
Broadcast Production	_____$125____
Concept/Design	_____$125____
Consulting	_____$125____
Copywriting	_____$125____
Creative Direction	_____$125____
Digital Media Planning/Buying	_____$125____
Media Planning/Buying	_____$125____
Production Coordination	_____$125____
Public Relations	_____$125____
Research (Extended)	_____$125____
Special Events	_____$125____
Web Site Planning	_____$125____
Web Site Design	_____$125____
Web Site Maintenance	_____$125____
Outsourced Vendor Mark Up Rate	_____0%_____
Media Commission	_____0%_____

Standard agency rates range from $175 - $275 depending on service. We propose a significantly reduced rate in support of community betterment and public safety.

Does your company provide any non-billable services? Yes __x____ No _____

Robertson+Partners will offer accounting, controlling, payment processing as non-billable services.