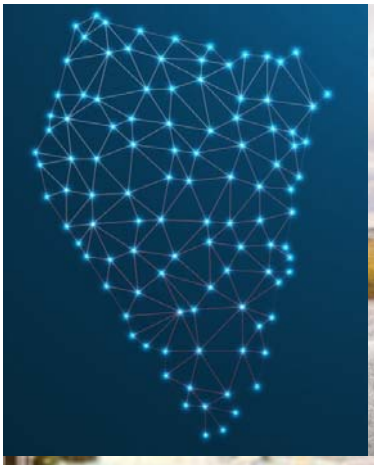
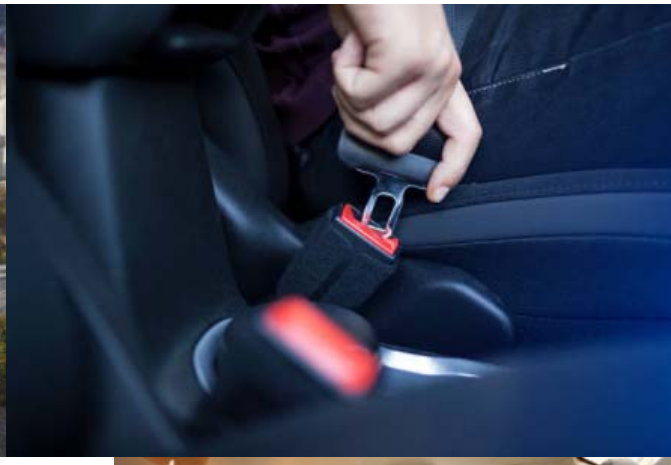
Department of Public Safety
Marketing and Advertising Campaign
RFP No. 3481

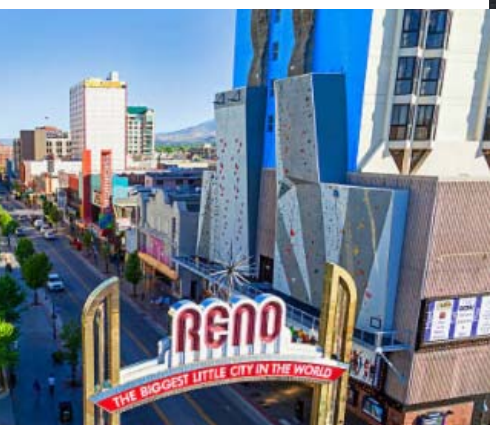




Nevada Department of Public Safety

Kirvin Doak Communications
5230 W. Patrick Lane
Las Vegas, NV 89118

KIRVIN | DOAK
COMMUNICATIONS



Opening Date: Sept. 26, 2017
Opening Time: 2:00 PM

Section II: COST PROPOSAL

ATTACHMENT G – COST SCHEDULE - RFP 3481

Vendor Name: Kirvin Doak Communications

Add lines or pages as needed.

Billable Services	**Hourly Rate**
Account Supervision	$150
Account Coordination	$100
Account Planning	$150
Art Direction/Layout	$100
Broadcast Production	$75
Concept/Design	$100
Consulting	$120
Copywriting	$100
Creative Direction	$150
Production Coordination	$85
Public Relations	$80
Research (Extended)	$150
Special Events	$120
Web Site Planning	$100
Web Site Design	$100
Web Site Maintenance	$75
Social Media	$80
Partnerships/Sponsorships	$80
Outsourced Vendor Mark Up Rate	10% on production

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

There is no mark-up on media purchased. KDC will negotiate the lowest possible rate and pass this savings on to DPS. In addition, KDC will seek value-added opportunities, and in-kind placements with our long-standing media partners.