DEPARTMENT OF PUBLIC SAFETY MARKETING AND ADVERTISING CAMPAIGN

Part II | RFP: 3481 | September 26, 2017

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Drive Safe Nevada

the abbi agency
creative + pr + digital

SECTION I *Title Page*

PART II - COST PROPOSAL	
RFP Title:	Department of Public Safety Marketing and Advertising Campaign
RFP:	3481
Vendor Name:	The Abbi Agency
Address:	1385 Haskell St. Reno, Nv 89509
Opening Date:	September 26, 2017
Opening Time:	2:00 PM

SECTION II *Cost Proposal*

ATTACHMENT G – COST SCHEDULE - RFP 3481

Vendor Name: The Abbi Agency

Billable Services	*Hourly Rate*
Account Supervision	*$150*
Account Coordination	*$110*
Account Planning	*$150*
Art Direction/Layout	*$150*
Broadcast Production	*$200*
Concept/Design	*$150*
Consulting	*$150*
Copywriting	*$120*
Creative Direction	*$150*
Production Coordination	*$130*
Public Relations	*$150*
Research (Extended)	*$110*
Special Events	*$120*
Web Site Planning	*$150*
Web Site Design	*$150*
Web Site Maintenance	*$150*
Outsourced Vendor Mark Up Rate	*20 percent*

Does your company provide any non-billable services?

Yes		No	*X*

Upon award of the contract, The Abbi Agency will work with the Department to create an overarching budget which will include project tasks, deliverables, and an associated budget. This budget will be consistently maintained by the agency's account team.

SECTION II *Cost Proposal*

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Vendor Name: Creative Concepts Media dba CCMedia

Billable Services	*Hourly Rate*
Account Supervision	*$150*
Account Coordination	*$150*
Account Planning	*$150*
Consulting	*$150*
Research (Extended)	*$150*
Outsourced Vendor Mark Up Rate	*17.65%*

Does your company provide any non-billable services?

Yes	*X*	No	

The following charges are provided based on CCMedia purchasing traditional and interactive media. Commissions will include meetings, planning, research, and media promotion development and implementation

Offline Media: Print, Television, Radio, and Out-of-Home Media: 15% commission
CCMedia will purchase these advertising mediums on a commission basis, receiving 15% on gross costs or a 17.65% mark up on net costs. Commissions include planning and placement of media, traffic instructions, quarterly campaign performance reporting, verifying of media invoicing and invoicing the media cost.

Online Media: Display/Online/ Mobile / Social Advertising / Paid Search: 20% commission CCMedia will purchase online media on a commission basis; receiving 20% on gross costs or 25% mark up on net costs. This includes planning, placement, traffic instructions, and optimization, monitoring, support, quarterly campaign performance reporting, verifying of media invoicing and invoicing the media cost. Search advertising includes constant monitoring, optimization, bidding, keyword and copy adjustments. Technology costs and tracking fees are included in advertising CPMs. This includes technology fees, reporting fees, service fees, ad serving fees, credit card fees, etc. CCMedia will charge a commission on the total cost.

Any changes or cancellations of purchased advertising may result in rate changes, short rates or additional fees. CCMedia will charge a 10% cancellation fee on all media cancelled after implemented.

SECTION II *Cost Proposal*

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Vendor Name: Wood Rodgers

Billable Services	*Hourly Rate*
Principal Engineer/Surveyor/Planner	*$210*
Associate Engineer/Surveyor/Planner	*$185*
Engineer/Surveyor/Planner/GIS	*$145*
Assistant Engineer/Planner	*$105*
CAD Technician III	*$110*
Project Coordinator	*$90*
Administrative Assistant	*$70*
Field/Lab Technician IV	*$145*
1 Person Survey Crew	*$135*
2 Person Survey Crew	*$180*
3 Person Survey Crew	*$235*
Consultants, Outside Services, Materials & Direct Charges	*Cost Plus 10%*
Overtime Work	*Rate Plus 50%*

Does your company provide any non-billable services?

Yes		No	*X*

SECTION II *Cost Proposal*

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Vendor Name: The Tarrance Group

Billable Services	*One-Time Fee*
Non-Electric Focus Group	*$15,000*
Electronic Dial Focus Group	*$20,000*

The cost for focus groups would range from $15,000 per night for non-electronic/non-dial focus groups to $20,000 per night to conduct electronic dial testing focus groups. Therefore, the cost for a wave of four focus groups is either $30,000 or $40,000, depending on whether dial testing is needed.

Pre-Test Polling	*$19,157*
Post-Test Polling	*$15,877*
Annual Opinion Polling	*$22,384*

Does your company provide any non-billable services?

Yes		No	X