Amplify Relations

Proposal For:

State of Nevada, Purchasing Division

February 13, 2018

Bryan Bedera

(775) 453-0618

Bryan@AmplifyRelations.com

675 West Moana Lane, Ste. 201
Reno, Nevada 89509

We're Bold, Passionate, Innovative, Are you?

Part II - Cost Proposal

RFP Title:	**Multi-Media Outreach Services**
RFP:	**3510**
Vendor Name:	Amplify Relations
Address:	675 West Moana Lane, Suite 201 Reno, NV 89509
Opening Date:	February 13, 2018
Opening Time:	2:00 p.m.

© 2017

Section II - Cost Proposal

RFP 3510 COST

Vendor Name:
Amplify Relations

Service	Billing Rate	Estimated Hours	Estimated Total/Position
Account Management	$150/hr	20	$3,000
Video and Audio Production	$150/hr	30	$4,500
Creative	$150/hr	10	$1,500
Social Media Management	$150/hr	70	$10,500
Media Buying	15% commission	N/A	$6,075
Total Agency Fees			$25,575
Grand Total With Media* (One Year)			**$60,000**

Price for media buying to be calculated at a formula of cost, plus $15%.

Amplify Relations' approach to media buying is solely commissions based, and is rooted in having flexibility to plan media buys based on the current rate and market conditions at the time of purchase, allowing us to find the best media for a specific campaign at the time of that campaign. On your agency's behalf, Amplify Relations will find the best media placements, PSA opportunities or discounted opportunities.

This approach has saved our government clients as much as 50% per target market impression.

Due to this, we cannot bind ourselves to rates for media costs in the Media Outreach Worksheets without dramatically increasing the costs for specific medias.

675 W Moana Ste. 201
Reno, Nevada 89509
www.AmplifyRelations.com
© 2017

Amplify Relations