# PRICE SHEET

**RFQ #03292017AK**

**SKIP THE TRIP AD CAMPAIGN: NJMVC**

Bidder's Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Price Sheet below contains two (2) Parts; A & B. Bidders must provide pricing for all parts. Failure to submit all information required may result in the Quote being considered non-responsive.

Any dollar ($) figures/sample values contained within this RFQ are for bid and evaluation purposes only. Final contract value amounts will be memorialized via issuance of a State Purchase Order.

Refer to RFQ Section 2.1 for the definitions of “Unit Cost” and “All-Inclusive Hourly Rate”.

All Bidders must fit the labor titles of personnel it will use in performing the requirements of this RFQ into the labor titles presented in Part A; no additional titles shall be added. The Bidder must include an All-Inclusive Hourly Rate for each labor title listed.

**Part A**

|  |  |  |  |
| --- | --- | --- | --- |
| **Price Line** | **Labor Rates****All-Inclusive Hourly Rate** | **Unit** | **Rate** |
| 8 | Account Executive | Hour | $ |
| 9 | Advertising Account Manager | Hour | $ |
| 10 | Public Relations Account Director | Hour | $ |
| 11 | Comptroller | Hour | $ |
| 12 | Media Director | Hour | $ |
| 13 | Media Planner/Buyer | Hour | $ |
| 14 | Senior Art Director | Hour | $ |
| 15 | Creative Director – Art | Hour | $ |
| 16 | Creative Director – Copy | Hour | $ |
| 17 | Production Director - Art | Hour | $ |
| 18 | Production Director - Media | Hour | $ |
| 19 | Production Director – Print | Hour | $ |
| 20 | Graphic Designer | Hour | $ |
| 21 | Copywriter | Hour | $ |
| 22 | Administrative Support | Hour | $ |

**Part B**

Using the hourly rates submitted for Part A, a Bidder must submit a budget that supports its plans for the Sample Campaign, by labor title.

|  |  |  |
| --- | --- | --- |
| **Price Line**  | **Description** | **Sample Campaign****(Section 4.1.2)** |
| 1 | Labor Cost for Advertising based on Sample Campaign  | $ |
| 2 | Labor Cost for Public Relations based on Sample Campaign  | $ |
| 3 | Labor Cost for Development of Collateral Materials based on Sample Campaign | $ |
| 4 | Media Placement Mark-Up Percentage | % |
| 5 | Pass-through Media Placement | N/A |
| 6 | Pass-through Media Production | N/A |
| 7 | Pass-through non-Media Production | N/A |