

**MEDIA BUYING, CREATIVE SERVICES, AND MARKETING ANALYSIS SERVICES**

**Price Proposal**

All prices proposed shall be fixed prices for the entire term of the Contract, except for any price adjustment allowed in accordance with the Contract. Offerors are reminded that marketing budget amounts provided within the RFP are estimates only and are not a guarantee of any minimum or maximum amounts under this Contract anticipated to result from this RFP, and thus no earnings are guaranteed to the Offeror.

**I. Functional Area I – Marketing Planning Services**

The Offeror shall state its proposed price to provide all goods, services, equipment, and personnel required by this RFP and specifically as described in Section 4.2.2 A- Functional Area I – Marketing Analysis Services. **The price shall be expressed as a FIXED-UNIT PRICE Hourly Rate for Functional Area I.**

<b><u>FIXED-UNIT PRICE Hourly Rate</u></b>	<b><u>Number of Hours</u></b>	<b><u>Total Estimated Annual Amount</u></b>
\$ _____	x 200*	= \$ _____ YEAR 1
\$ _____	x 200*	= \$ _____ YEAR 2
\$ _____	x 200*	= \$ _____ YEAR 3
\$ _____	<b><u>x 400*</u></b>	= \$ _____ Optional 2 Year Period
<b><u>TOTAL ESIMATED PRICE FOR FUNCTIONAL AREA I Three Year Base Period and one 2 year option</u></b>		\$ _____

\*The estimated hours are being provided only for the purposes of comparing prices and are not intended to be a guarantee of work effort.

**II. Functional Area II – Media Buying Services**

The Offeror shall state its proposed price to provide all goods, services, equipment, and personnel required by this RFP and specifically as described in Section 4.2 B- Functional Area II – Media Buying Services. **The price shall be expressed as a FIXED-PRICE Hourly Rate for Functional Area II.**

<b><u>FIXED-UNIT PRICE Hourly Rate</u></b>	<b><u>Number of Hours</u></b>	<b><u>Total Estimated Annual Amount</u></b>
\$ _____	x 200*	= \$ _____ YEAR 1
\$ _____	x 200*	= \$ _____ YEAR 2
\$ _____	x 200*	= \$ _____ YEAR 3
\$ _____	<b><u>x 400*</u></b>	= \$ _____ Optional 2 Year Period
<b><u>TOTAL ESIMATED PRICE FOR FUNCTIONAL AREA II Three Year Base Period and one 2 year option</u></b>		\$ _____

\*The estimated hours are being provided only for the purposes of comparing prices and are not intended to be a guarantee of work effort.

**III. Functional Area III – Creative Services**

The Offeror shall state its proposed price to provide all goods, services, equipment, and personnel required by this RFP and specifically as described in Section 4.2.2 C- Functional Area III – Creative Services. The price shall be expressed as a **FIXED-PRICE Hourly Rate for Functional Area III.**

<b><u>FIXED-UNIT PRICE Hourly Rate</u></b>	<b><u>Number of Hours</u></b>	<b><u>Total Estimated Annual Amount</u></b>
\$ _____	x 500*	= \$ _____ YEAR 1
\$ _____	x 500*	= \$ _____ YEAR 2
\$ _____	x 500*	= \$ _____ YEAR 3
\$ _____	<b><u>x 1000*</u></b>	= \$ _____ Optional 2 Year Period
<b><u>TOTAL ESIMATED PRICE FOR FUNCTIONAL AREA III Three Year Base Period and one 2 year option</u></b>		\$ _____

\*The estimated hours are being provided only for the purposes of comparing prices and are not intended to be a guarantee of work effort.

**IV. Functional Area IV – Marketing Analysis Services**

The Offeror shall state its proposed price to provide all goods, services, equipment, and personnel required by this RFP and specifically as described in Section 4.2.2 D- Functional Area IV – Marketing Analysis Services. **The price shall be expressed as a FIXED-PRICE Hourly Rate for Functional Area IV.**

<b><u>FIXED-UNIT PRICE Hourly Rate</u></b>	<b><u>Number of Hours</u></b>	<b><u>Total Estimated Annual Amount</u></b>
\$ _____	x 100*	= \$ _____ YEAR 1
\$ _____	x 100*	= \$ _____ YEAR 2
\$ _____	x 100*	= \$ _____ YEAR 3
\$ _____	<b><u>x 200*</u></b>	= \$ _____ Optional 2 Year Period
<b><u>TOTAL ESIMATED PRICE FOR FUNCTIONAL AREA IV Three Year Base Period and one 2 year option</u></b>		\$ _____

\*The estimated hours are being provided only for the purposes of comparing prices and are not intended to be a guarantee of work effort.

**SUMMARY OF PRICE PROPOSAL**

- I. Total Estimated Price for Functional Area I \$ \_\_\_\_\_
  - II. Total Price for Functional Area II \$ \_\_\_\_\_
  - III. Total Estimated Price for Functional Area III \$ \_\_\_\_\_
  - IV. Total Estimated Price for Functional Area IV \$ \_\_\_\_\_
- TOTAL PRICE PROPOSAL** (Total of I. – IV. above) \$ \_\_\_\_\_

Name of Offeror: _____	By: _____
Address: _____	Typed Name: _____
_____	Title: _____
Contact Name _____	Title: _____
Email: _____	Telephone: _____
FID#: _____	Date: _____
State of Maryland MBE Certification No. (if applicable): _____	
State of Maryland Small Business Reserve Certification (if applicable): _____	