

RFB 60000236 PUBLIC NOTICE AND RECRUITMENT ADVERTISING – PRELIMINARY RESULTS

Item No.	Description	Quantity	AXXIS	Bayard Advertising	Cox Marketing	EAA Research & Mgmt	Hooah, LLC	Kalian Comm	RCI Research	Quantun Leadership Group	T.M.P World	XL1 Media
A.	Written Work Plan on Alternative Strategies and Themes	1 each	\$0	\$0	\$600.00	\$19,500	\$3,200	\$1,500	\$N/A	\$0	\$0	\$3,600.00
B.	Preparation and Placement of employment, legal and general notices. (electronic media)	1 each	\$0	\$0	\$25,000 (\$10k-50k)	\$1,500	\$75.00	\$1,000	\$30.00	\$0	\$0	\$300.00
C.	Preparation fee for insertion in print media	1 each	\$0	\$0	\$500-2,500	\$5,000	\$75.00	\$100	\$30.00	\$0	\$0	\$32.50 hr
D.	New ad production	1 each	\$0	\$0	\$250-2,500	\$7,500	\$275.00	\$1,000	\$30.00	\$0	\$0	\$65.00 hr
E.	Major revisions to ad	1 each	\$0	\$0	\$250-750	\$5,000	\$125.00	\$300	\$N/A	\$0	\$0	\$45.00 hr
F.	Minor revisions to ad	1 each	\$0	\$0	\$250	\$2,000	\$75.00	\$100	\$N/A	\$0	\$0	\$32.50 hr
G.	Courier/Overnight - local	1 each	Pass through	\$0	\$600.00	\$35.00	\$25.00	\$50.00	\$20.00	\$0	\$0	\$15.50
H.	Courier/Overnight – out of state	1 each	Pass through	\$0	\$600.00 (if needed)	\$40.00	\$50.00	\$50.00	\$25.00	\$0	\$0	\$20.00
I.	Special Services	1 hour	varies	\$0	\$N/A	\$45.00	\$75.00 hr	\$100.00	\$100.00	\$0	\$0	\$37.50 hr
J.	General market/media research	1 hour	\$0	\$0	\$10,000	\$50.00	\$50.00 hr	\$100.00	\$N/A	\$0	\$0	\$37.50 hr
K.	Special research	1 hour	\$0	\$0	\$2,500-10,000	\$65.00	\$75.00hr	\$100.00	\$125.00	\$0	\$0	\$37.50 hr
L.	Hour rate for creative design ads in concert with advertising theme selected (for bidding purposes assume 1 hour)	1 hour	\$0	\$20.00	\$250.00	\$65.00	\$50.00 hr	\$100.00	\$125.00	\$0	\$150.00 hr	\$37.50 hr
M.	Commission charges for non-commission periodicals	1 each	15%	15%	15% (1,500.00)	1,500	12%	\$20.00	%	Media Rate Plus 14%	15% (17.65)	15%
N.	Flat fee for placement of public notices	1 each	\$0	\$0	\$250	\$400.00	\$75.00	\$50.00	\$30	\$0	\$0	\$300.00
O.	Percentage assessed for public notice placement	1 each	15%	\$0	\$15% (851.50)	\$20%	12%	10%	%	\$0	\$0	15%