

APPENDIX B

PRICE PROPOSAL

Price proposals must be submitted in the following format, including heading descriptions:

AGENCY NAME: EVR Advertising

A. RETAINER FEE and HOURLY RATES

To be considered, please submit a bid for your retainer fee. For purposes of the retainer fee, media is estimated to be approximately 50% of the appropriated budget of approximately \$2.8 million dollars per fiscal year. The retainer fee should be provided as a percentage of annual expenses and is expected to cover the following services:

- Client Services (including weekly and monthly meetings)
- Media Planning, Recommendation and Placement
- Accounting and Administration

Retainer Fee: 11.25%

Provide hourly rates for the following services:

- | | |
|---|--------------------------|
| • Creative Design | (.25) Hourly Rate: \$130 |
| • Production (see definitions in Section C below) | (.25) Hourly Rate: \$115 |
| • Strategic Planning | (.20) Hourly Rate: \$150 |
| • Copywriting and Research | (.05) Hourly Rate: \$115 |
| • Technical Development (web, apps, etc.) | (.10) Hourly Rate: \$115 |
| • Web Maintenance | (.05) Hourly Rate: \$115 |
| • Social Media Management | (.10) Hourly Rate: \$115 |

*The weight assigned to each service is the factor by which the hourly rate will be converted, as explained in Section 6F of the RFP.

B. TRAVEL, LODGING AND MEALS

Travel requests for meetings and conferences shall be pre-approved by the NHLC. Travel shall be subject to the same regulations imposed on State Employees. Travel requests, which are not pre-approved, shall not be reimbursed.

Mileage reimbursement will be at the prevailing State mileage rate.

C. PRODUCTION

Production means the physical creation of advertising materials, as follows:

Print Ads: involving layout, type specification, paste up, finished artwork or photography, copywriting, type composition, negatives and proofs.

Point-of-Sale Materials: involving but not limited to layout, type specifications, paste up, finished artwork or photography, type composition, permanent signage, and printing.

Radio: involving script writing and direction, talent and studio costs.

Television and Video Production: involving script writing and direction, storyboards, talent, props, sets or location expenses, studios, photography or videotaping costs, release prints or videotapes.

Web-based Advertising: involving design, layout and copy and detail reports of results.

D. INVOICING

All invoices must include detail of work performed, dates and location of service and prices. Please include one original invoice and one copy. Payment will not be due until thirty (30) days after the invoice has been received at the New Hampshire State Liquor Commission business office.

All invoices must be submitted within 30 days of the fiscal year-end, June 30th of each year, for work completed within the current fiscal year. It is the contractor's further responsibility to ensure that they have been paid within 60 days from the time of submittal. If invoices haven't been submitted within the above-mentioned timeframe, approval will be required from the Liquor Commission prior to any process of payments, which will delay the payment process.

Payment may be withheld if work is not performed as described under Project Deliverables, and the immediate termination of this contract could occur.

A check will be issued through the State Treasurer and forwarded to the Contractor within fourteen (14) days after processing begins at the agency level. Payments will be for only what has been agreed to in the contract. The State of New Hampshire Liquor Commission does not pay late charges or interest.

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- Client Services (including weekly and monthly meetings)
- Media Planning, Recommendation and Placement
- Accounting and Administration

Retainer Fee: 11.25 %
Increasing 0.25% per biennium

Provide hourly rates for the following services:

- | | | |
|---|-------|----------------------------|
| • Creative Design | (.25) | Hourly Rate: <u>\$ 95</u> |
| • Production (see definitions in Section C below) | (.25) | Hourly Rate: <u>\$ 85</u> |
| • Strategic Planning | (.20) | Hourly Rate: <u>\$ 150</u> |
| • Copywriting and Research | (.05) | Hourly Rate: <u>\$ 110</u> |
| • Technical Development (web, apps, etc.) | (.10) | Hourly Rate: <u>\$ 125</u> |
| • Web Maintenance | (.05) | Hourly Rate: <u>\$ 85</u> |
| • Social Media Management | (.10) | Hourly Rate: <u>\$ 85</u> |

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