

ATTACHMENT A

COST SUBMISSION

PROFESSIONAL MEDIA ADVERTISING AND RELATED SERVICES

(MUST BE IN A SEPARATELY SEALED ENVELOPE FROM THE TECHNICAL PROPOSAL)

(Responding Contractor's Name)

Media Planning and Buying Services

Responding Contractors are required to submit an annual fixed fee for professional services. The annual fixed fee must be stated for years one, two, and three. This annual fixed fee for professional services (retainer) will be paid on a monthly basis to the Successful Contractor. Responding Contractors are reminded that the cost quotation should cover all of the services and other items covered and required by this RFP. Contractors are encouraged to submit a cost proposal that will provide best value solutions to the NCEL in order to maximize the NCEL's transfer of funds to North Carolina educational programs.

Contract Period	Annual Cost	Per Month
1st Year (July 1, 2025 - June 30, 2026)	\$	\$
2nd Year (July 1, 2026 - June 30, 2027)	\$	\$
3rd Year (July 1, 2027 - June 30, 2028)	\$	\$

Signed by: _____

Name: _____

Title: _____

Date: _____

COST PROPOSAL

PROFESSIONAL MEDIA ADVERTISING AND RELATED SERVICES

(MUST BE IN A SEPARATELY SEALED ENVELOPE FROM THE TECHNICAL PROPOSAL)

(Responding Contractor's Name)

Media Planning and Buying OPTIONAL Services

Responding Contractors submits the following compensations provisions for Optional Services:

Hourly Rates	
<i>Marketing Events</i>	<i>Hourly Rate</i>
Community	
Sports	
<i>Promotions</i>	<i>Hourly Rate</i>
Retailer	
Statewide	
<i>Public Relations</i>	<i>Hourly Rate</i>
<i>Research</i>	<i>Hourly Rate</i>
<i>Direct Marketing</i>	<i>Hourly Rate</i>

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