

OFFICIAL BID PRICE SHEET

710-23-0007 Quality Early Care and Education Outreach and Promotion Campaign

COST PROPOSAL MUST BE SUBMITTED SEALED SEPARATELY FROM THE TECHNICAL PROPOSAL.
ANY REFERENCE TO ACTUAL COST(S) INCLUDED WITH THE TECHNICAL PROPOSAL SHALL RESULT IN OFFEROR'S PROPOSAL BEING REJECTED.

The Official Bid Price Sheet is to be used as a cost evaluation tool for comparison of bidders' costs. Pricing must include all relative expenses as outlined in the bid. The proposed annual amount must be at or below the maximum allowable annual

A detailed budget must be provided to support the Official Bid Price Sheet that includes a breakdown of all expenditures included in the annual amount.

ITEM	DESCRIPTION	ANNUAL AMOUNT	MAXIMUM ALLOWABLE ANNUAL AMOUNT
1	Quality Early Care and Education Outreach and Promotion Campaign	\$499,182.00	\$500,000.00

Reimbursements for mileage, lodging, meals, and promotional items are at the discretion of DHS. The Prospective Contractor may include

710-23-0007 Quality Early Care and Education Outreach and Promotion
Campaign
February 21, 2023



Account Management	\$ 54,000
Collaboration, contact & reporting	
Year-round Marketing Materials	\$ 159,498
Ad Production	
Website	
Social	
"Buzz" Newsletter	
Conference Booths	
Promotional Materials	
Brochures	
Media Strategy & Placement	\$ 146,000
Print Ads	
Streaming TV	
Paid Social Media	
Website & Social Media	\$ 86,700
Website Optimization	
Page Modifications	
Social Media	
Public Relations	
News Release & PSA Schedule	\$ 52,984
Conference & Event Support	
Webinars	
Media Relations	\$ 499,182

201 E. Markham St. Suite 300, Little Rock AR 72201 501-376-8722



The Communications Group 2023

Bills as: **Account Planning**

1	BUDGETS & QUOTES	141.00
3	MARKETING PLANNING	272.00
19	ACCOUNT PLANNING	184.00
21	STAFF CONFERENCE	69.00
22	CLIENT CONFERENCE	122.00
23	ACCOUNT SERVICE ASSISTANCE	69.00
24	PROJECT COORDINATION	122.00
29	SR. ACCOUNT PLANNING	199.00
32	TRAVEL	69.00
41	BOOKKEEPING	69.00
44	ACCOUNTING	202.00
92	RESEARCH & REFERENCE	115.00

Bills as: **Copywriting**

50	COPYWRITING	202.00
64	FEATURE COPY	168.00

Bills as: **Public Relations**

93	SR. PUBLIC RELATIONS	236.00
90	PUBLIC RELATIONS	202.00
94	PUBLIC RELATIONS ASST	69.00
96	PUBLIC RELATIONS COORDINATION	121.00
97	PUBLIC RELATIONS SPECIALIST	175.00
95	CRISIS PUBLIC RELATIONS	267.00

Bills as: **Strategic Consult**

45	STRATEGIC CONSULT	332.00
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Bills as: **Investor Relations**

33	INVESTOR RELATIONS	244.00
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Bills as: **Creative Concept/Design**

60	ART DIRECTION	173.00
30	CREATIVE CONCEPT	202.00
65	CONCEPT DESIGN	202.00
62	DESIGN/LAYOUT	199.00

Bills as: **Minority Relations**

31	MINORITY RELATIONS	194.00
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Bills as: **Media Planning & Coordination**

81	MEDIA COORDINATION	122.00
80	MEDIA PLANNING	202.00
82	MEDIA RESEARCH	135.00

Bills as: **Computer/Art Production/Supervision**

55	PRODUCTION COORDINATION	104.00
61	PHOTOGRAPHY/ILLUSTRATION	207.00
63	COMPUTER PRODUCTION	191.00
66	FINISHED ART REVISION	161.00
70	PRODUCTION SUPERVISION	183.00
73	PRODUCTION ASSISTANCE	69.00
46	PROOFREADING	104.00

Bills as: **Grant Services**

36	GRANT RESEARCH	168.00
35	GRANT WRITING	199.00

Bills as: **Digital Production/Development**

69	SOCIALASSISTANCE	69.00
72	DIGITAL ASSISTANCE	69.00
74	DIGITAL PRODUCTION & DEVELOPMENT	222.00
77	DIGITAL COORDINATION	156.00
76	SOCIAL COORDINATION	127.00
78	SOCIAL PRODUCTION	202.00
79	DIGITAL CONSULT	225.00

MILEAGE/PER MILE	\$0.585
LODGING/TRAVEL EXP	Direct Charge
LONG DISTANCE/POSTAGE/PHONE	Direct Charge
CD /PUB DIGITAL OUTPUT	\$150.00
COLOR PRODUCTION OUTPUT	\$17.50
ELECTRONIC RECORDS	\$17.50
COLOR INTERNAL OUTPUT	\$5.00
BLACK AND WHITE ART OUTPUT	\$2.50
COPIES/B/W OUTPUT	\$0.25
COLOR COPIES	\$1.25
FAXES	\$1.25

Bills as: **Broadcast Production-Agency**

71	BROADCAST PRODUCTION	202.00
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