

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

Reimbursements for mileage, lodging, meals, and promotional items are at the discretion of DHS. The Prospective Contractor may include expenditures for reimbursement on the budget submitted so long as the budget total does not exceed the maximum allowable annual amount.

2	Market Research	Includes: Focus group sessions with childcare providers	\$ 60,000.00	
3	Conference Display Materials	Includes: Pull-Up Banner Stands, Tablecloth, Tabletop Signage	\$ 1,500.00	
4	Booklets	Includes: 100,000 "Happily Ever After..." Booklets, 6x9, Full-Color, 12-pages, 80lb Paper Gloss, Bundled	\$ 30,000.00	
5	Rack Cards	Includes: 100,000 Full-Color, 2-Sided Rack Cards Targeting Business & Community Leaders	\$ 8,000.00	
6	Rack Cards	Includes: 100,000 Full-Color, 2-Sided Rack Cards Targeting Parents	\$ 8,000.00	
7	Rack Cards	Includes: 100,000 Full-Color, 2-Sided Rack Cards Targeting Child Care Centers	\$ 8,000.00	
8	Rack Cards	Includes: 250,000 Full-Color, 2-Sided Rack Cards Highlighting "Better Beginnings"	\$ 20,000.00	
9	Digital Advertising	Includes: All targeted digital ads for one year that may include, but is not limited to, YouTube Pre-Roll Ads, Social Media Advertising, Streaming Radio, etc.	\$ 60,000.00	
10	Television Advertising	Includes: Annual television advertising spend in target markets	\$ 40,000.00	
11	Promotional Items	Includes: Promotional Items for Conferences and Events	\$100,000	
12	Direct Mail Campaigns	Includes: Printing, Handling, and Shipping of six (6) direct mail campaigns targeting 800 child care centers in Arkansas	\$5,250	
	Agency Compensation	Includes: Client Meetings, Creative Design and Production of Print Materials, Strategic Plan for Grassroots Campaign, Copywriting, Graphic Design, Slide Deck Creation, Video Production, Photography, Ad Design and Placement, Budget Management and Reporting, Campaign Performance Result Reporting.	\$ 144,000.00	
	TOTAL		\$ 484,750.00	