

**SECTION 6:
PRICING PAGE
Page 1 of 4**

The Offeror ***must*** complete this Pricing Pages with the prices and percentage applicable for providing services in accordance with the provisions and requirements of this Request for Proposal. *Please sign where indicated on the PRICING PAGE 5 of 5* and submit with your other documentation. **Offeror may copy this form to use if additional space is required.**

PERCENTAGE FEE:

The Offeror shall state a single firm fixed fee, in the form of a percentage of the cost for each item below that shall be the Offeror's fee for each service performed in accordance with the provisions and requirements included herein. *All costs* associated with providing these services shall be included in the stated fee.

Line #	Advertising services, including creation preparation and placement of advertising in various media	Firm Fixed Fee in the Form of a Percentage of Actual Net Advertising Cost
001	Services related to Advertising.	_____ %
Line #	Media Planning and Placement/Purchase	Firm Fixed Fee in the Form of a Percentage of Actual Net Media Cost
002	Services related to planning and placing media.	_____ %

Line #	Public Relation Services	Firm Fixed Fee in the Form of a Percentage of Actual Public Relation Cost
003	Services related to public relation.	_____ %
Line #	Public Information/Education Services	Firm Fixed Fee in the Form of a Percentage of Actual Public Information/Education Cost
004	Services related to public/education services.	_____ %

Line #	Outreach Services	Firm Fixed Fee in the Form of a Percentage of Actual Outreach Cost
005	Services related to Outreach.	_____ %
Line #	Sponsorship Services	Firm Fixed Fee in the Form of a Percentage of Actual Sponsorship Cost
006	Services related sponsorship.	_____ %

Line #	Web Production	Firm Fixed Fee in the Form of a Percentage of Actual Web Production Cost
007	Services related to web production.	_____ %
Line #	Direct Marketing	Firm Fixed Fee in the Form of a Percentage of Actual Direct Marketing Cost
008	Services related to direct marketing.	_____ %

Pricing Page Continued

PERSONNEL CLASSIFICATION PRICING:

Personnel - Per hour prices - The Offeror shall complete the following table for each personnel classification that are proposed to be available to provide services, by identifying the specific classification, providing the names of the current personnel assigned and a single firm fixed price per hour each classification for services provided in accordance with the requirements of this RFP.

Item # <small>(to be completed upon any award)</small>	Personnel Classification	Name(s) of all Personnel Proposed who are assigned to Identified Classification	Firm, Fixed Price Per Hour
Personnel from Account Service (list specific classification)			
		1. 2. 3.	\$
		1. 2. 3.	\$
		1. 2. 3.	\$

PRICING PAGES

Page 2 of 4

Item # <small>(to be completed upon any award)</small>	Personnel Classification	Name(s) of all Personnel Proposed who are assigned to Identified Classification	Firm, Fixed Price Per Hour
Personnel from Advertising Service (continued)			
		1. 2. 3.	\$

		1. 2. 3.	\$
Personnel from Outreach Services <i>(list specific classification)</i>			
		1. 2. 3.	\$
		1. 2. 3.	\$
		1. 2. 3.	\$
		1. 2. 3.	\$
Personnel from Public Information <i>(list specific classification)</i>			
		1. 2. 3.	\$
		1. 2. 3.	\$
		1. 2. 3.	\$
		1. 2. 3.	\$
		1. 2. 3.	\$

PRICING PAGES

Page 3 of 4

Personnel from Public Relations (<i>list specific classification</i>)			
		1.	
		2.	\$
		3.	
		1.	
		2.	\$
		3.	
		1.	
		2.	\$
		3.	
		1.	
		2.	\$
		3.	
Personnel from Media Planning & Placement (<i>list specific classification</i>) - Only billable when media purchases are not made			
		1.	
		2.	\$
		3.	
		1.	
		2.	\$
		3.	
		1.	
		2.	\$
		3.	
		1.	
		2.	\$
		3.	
Personnel from Outreach Services (<i>list specific classification</i>)			
		1.	
		2.	\$
		3.	
		1.	
		2.	\$
		3.	
		1.	
		2.	\$
		3.	

Personnel from Web Production Services <i>(list specific classification)</i>		
--	--	--

	1. 2. 3.	\$
	1. 2. 3.	\$
	1. 2. 3.	\$
	1. 2. 3.	\$

Personnel from Direct Marketing Services <i>(list specific classification)</i>		
--	--	--

	1. 2. 3.	\$
	1. 2. 3.	\$
	1. 2. 3.	\$
	1. 2. 3.	\$

PRICING PAGES

Page 4 of 4

RENEWAL OPTION PERIODS:

Renewal Option Pricing - The Offeror must indicate below the maximum allowable percentage of price increase or guaranteed minimum percentage of price decrease applicable to the personnel classification pricing specified above for the renewal option years. If a percentage is not proposed (i.e. left blank, page not returned, etc.), the MHTC shall have the right to execute the option at the same price(s) proposed for the original contract period. Statements such as "a percentage of the then-current price" or "consumer price index" are NOT ACCEPTABLE.

All increases or decreases shall be calculated against the *original* contract price, **not** against the previous year's price. **A cumulative calculation shall not be utilized.**

<u>Potential Renewal Period</u>	<u>Maximum Increase</u>			<u>Minimum Decrease</u>	
1 st Renewal Period	Original Contract Price	+ ____%	or	Original Contract Price	- ____%
2 nd Renewal Period	Original Contract Price	+ ____%	or	Original Contract Price	- ____%
3 rd Renewal Period	Original Contract Price	+ ____%	or	Original Contract Price	- ____%
4 th Renewal Period	Original Contract Price	+ ____%	or	Original Contract Price	- ____%

Do not complete both a maximum increase and a minimum decrease for the same renewal period.

Signature of Offeror: _____

Printed or Typed Name of Signer: _____

Date: _____