PRICE TABULATION

PURCHASE OF MARKETING & ADVERTISING SERVICES

ITEM	DESCRIPTION	25TH HOUR COMMUNICATIONS, INC.	ANDERSON ADVERTISING, Dba. ANDERSON MARKETING GROUP	BELO & CO.	BEST LEAD GENERATION, LLC.	CREATIVE CIVILIZATION, INC.
	Marketing & Advertising Services					
1	Agency Service Fee monthly	$12,000	$23,000	lump sum annual fee	$83,250	$27,000
	Agency Service Fee annually	$144,000	$276,000	$523,500	$999,000	$324,000
2	Percent Media Commission Fee	9%	5%	Included in Item 1	15%	Included in Item 1
	Media Commission Fee annually	$99,000	$55,000	Included in Item 1	$165,000	Included in Item 1
Estimated Total Annually		$243,000	$331,000	$523,500	$1,164,000	$324,000
Price Ranking		1	4	6	6	3
Technical Ranking		4	1	8	9	5
Overall Ranking		3	1	8	9	5

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PURCHASE OF MARKETING & ADVERTISING SERVICES

ITEM	DESCRIPTION	HIGH FIVE MARKETING PARTNERS	KALYPSO MANAGEMENT, INC.	GARCIA BALDWIN, INC., Dba. MARKETVISION	SENSIS, INC.
	Marketing & Advertising Services				
1	Agency Service Fee monthly	$4,000	$4,800	$23,000	$22,000
	Agency Service Fee annually	$48,000	$57,600	$276,000	$264,000
2	Percent Media Commission Fee	5%	24%	5%	4.5%
	Media Commission Fee annually	$55,000	$264,000	$55,000	$49,500
Estimated Total Annually		$103,000	$321,600	$331,000	$313,500
Price Ranking		6	6	4	2
Technical Ranking		6	7	2	3
Overall Ranking		6	7	2	4

Notes:

1. The amounts proposed for the Agency Service Fee include services such as developing creative advertising strategy, designing advertising materials that can be easily adapted at the individual college level, and developing marketing plans and materials for individual programs and targeted audiences.
2. The amounts proposed for the Media Commission Fee include services such as procuring media advertising utilizing Billboards, Direct Mail, Digital/Internet, Magazine, Newspaper, Radio, Social Media, and Television.
3. The proposal submitted by SENSIS, Inc. includes a fee for services that were not part of the CSP requirements or evaluation.
4. The proposal submitted by Belo & Co. includes a lump sum annual fee.
5. For evaluation purposes, the amounts shown for the Media Commission Fee annually are based on the proposed Percent Media Commission Fee and the media spend of $1,100,000.
6. The amounts shown represent the Alamo College District's best estimates for a one-year period, the actual amount paid is based on the amount of services purchased.
7. The proposal price (submitted prior to the best and final offer) for the Agency Fee submitted by Anderson Advertising dba Anderson Marketing Group was $24,750 per month or $297,000 annually.