

EXHIBIT F.6

NEGOTIATED COST SCHEDULE Mangan Holcomb Partners

Service	Original Cost Schedule	Negotiated Cost Schedule
Media Placement	5% of net media cost	5% of net media Cost
Advertising & Marketing Services	Vendor's Hourly Charge	Vendor's Hourly Charge
Creative Director	\$220.00 hourly charge	\$185.00 hourly charge
Art Director	\$170.00 hourly charge	\$170.00 hourly charge
Copy Writer	\$100.00 hourly charge	\$100.00 hourly charge
Account Supervisor	\$120.00 hourly charge	\$120.00 hourly charge
Account Manager	\$70.00 hourly charge	\$70.00 hourly charge
Staff Accountant	\$50.00 hourly charge	\$50.00 hourly charge
Promotional Specialist	\$100.00 hourly charge	\$100.00 hourly charge
Promotional Staff	\$25.00 hourly charge	\$25.00 hourly charge
Graphic Designer	\$105.00 hourly charge	\$105.00 hourly charge
Public Relations Director	\$195.00 hourly charge	\$185.00 hourly charge
Public Relations Coordinator	\$150.00 hourly charge	\$135.00 hourly charge
Production Director	\$195.00 hourly charge	\$185.00 hourly charge

ATTACHMENT C
Supplemental Pricing Information
(Additional Vendor Categories)

DO NOT modify this format.

Vendor's information provided on this page will NOT BE USED FOR SCORING and NO EVALUATION POINTS will be awarded for ATTACHMENT C. The additional pricing information will be used to set a cap for any supplemental services offered, if the vendor is ultimately selected as the contractor. ALC will negotiate all supplemental pricing prior to the RFP being awarded to the successful contractor.

Type of Advertising & Marketing Services (Job Title)	Hourly Charge	Description of Service Offered (You may attach additional page if needed for explanation.)
Strategic Planning	\$ <u>185</u> hourly charge	Planning, consultation
Creative Concept	\$ <u>185</u> hourly charge	Development of overall campaign concepts
Copywriting	\$ <u>100</u> hourly charge	Development of advertising copy
Art Direction	\$ <u>170</u> hourly charge	Development of campaign design
Television/Radio Direction	\$ <u>170</u> hourly charge	Oversight of television and radio creative
Print production	\$ <u>195</u> hourly charge	Oversight of printing and other materials
Broadcast Production	\$ <u>195</u> hourly charge	Oversight or television/radio production details
Creative Layout/Design	\$ <u>170</u> hourly charge	Creation of design work and layouts
Account Supervision	\$ <u>120</u> hourly charge	Senior-level account oversight
Account Service	\$ <u>70</u> hourly charge	Day-to-day account management
Public Relations Planning	\$ <u>185</u> hourly charge	Development of public relations plans