

COUNTY OF ROCKLAND
Department of General Services
Purchasing Division

Contract Award Notification

Title: **Marketing, Public Relations and Creative Design Services – QSL**

Contract Period: January 1, 2026, through December 31, 2026, w/ (4) 1-year options

Original Date of Issue: January 30, 2026

Date of Revision:

BID No: RFP-RC-2025-024

Catalog: Special Request

Authorized Users: United States Agencies, Other States & Political Subdivisions Therein,
Local Governments, School Districts & Non-Profit Agencies

Address Inquiries To:

Name: Claudia Moodie
Title: Purchaser II
Phone: 845-364-3821
Fax: 845-364-3809
E-mail:

Description

This is a qualified suppliers list for Media and Public Relations Program Management Services.

Contract #	Vendor Number	Contractor & Address	Telephone No.
RFP 25-024	0000030181	3x3 Design US LLC 196 State Street, Floor 3 Brooklyn, NY 11201 Contact: Priyanka Jain priyankajain@3x3.co	212-220-0624 ext 701
RFP 25-024-A	0000023157	Arch Street Communications, Inc. 261 Madison Avenue, 9th Floor New York, NY 10016 Contact: Nora Modonick nmodonick@asc-pr.com	914-821-5100
RFP 25-024-B	0000023582	BBG&G Advertising, Inc. 3020 Route 207, Suite 10 Campbell Hall, NY 10916 Contact: Deborah Garry deborahgarry@bbggadv.com	845-615-9084
RFP 25-024-C	0000030182	Buzz Creators, Inc. 400 Columbus Avenue #122 Valhalla, NY 10595 Contact: Christina Rae crae@buzz-creators.com	914-358-5080

RFP 25-024-D	000005683	Eve Adams Design 44 Elsohn Rd Ancram, NY 12502 Contact: Eve Adams Eadesign25@gmail.com	845-642-8702
RFP 25-024-E	0000026642	GMG Public Relations, Inc. 53 Hudson Ave, Ste 226 Nyack, NY 10960 Contact: Risa B. Hoag risa@gmgpr.com	845-627-3000 ext. 1
RFP 25-024-F	0000030183	Jen Spark, Inc. dba Sparks451 Inc. 865 Merrick Ave, Ste #451 Westbury, NY 11590 Contact: Mike McGetrick connect@spark451.com	516-442-4650
RFP 25-024-G	0000026644	KathodeRay Media, Inc. 85 Middle Road #1-64-4175 Hudson, NY 12534 Contact: Kathleen Holdridge kathleen@kathoderay.com	518-966-5600
RFP 25-024-H	0000030184	Level 4 Films, Inc. 14702 Haven Way Jamul, CA 91935 Contact: Bryan Lord bryan@level4films.com	310-739-0576
RFP 25-024-I	0000012076	Mind4, Inc. dba DCF Advertising 106 West 32nd Street 2nd Floor New York, NY 10001 Contact: John Fortune jfortune@dcfAdvertising.com	212-625-9484
RFP 25-024-J	0000030185	Nativa, Inc. 3428 N.15th Ave. Phoenix, AZ 85015 Contact: Gabriela Galeano gabriela@thenativa.com	650-350-6508
RFP 25-024-K	0000030187	Nexstar Digital Media 1301 Avenue of the Americas, 7th Flr New York, NY 10019 Contact: Sebastian Pares spares@nexstar.tv	607-877-0391
RFP 25-024-L	0000019923	Niki Jones Agency, Inc. 39 Front St Port Jervis, NY 12771 Contact: Nicola Jones bids@nikijones.com	845-856-1266
RFP 25-024-M	0000025976	Overit Multimedia, Inc. 435 New Scotland Avenue Albany, NY 12208 Contact: Alysia Plaza alysia.plaza@overit.com	518-465-8829
RFP 25-024-N	0000030188	Relentless Awareness LLC 19 Dove Street, Ste 201 Albany, NY 12210 Contact: Richard Fazio info@relentlessaware.com	518-813-4905
RFP 25-024-O	0000030189	Rockland Digital Media 53 Hudson Ave Nyack, NY 10960 Contact: Aaron Steinberg aaron@rocklanddigital.media	845-535-1649
RFP 25-024-P	0000030190	RRDA LI, Inc. 2 Garden Court Glen Head, NY 11545 Contact: Jaime Hollander jaime@rrdali.com	646-326-8993
RFP 25-024-Q	0000030191	SPLEX One, Corp. 31-00 47th Ave. Ste 3100 Long Island City, NY 11101 Contact: Freddy N. Arias freddy@splexone.com	888-997-7539 ext 711

RFP 25-024-R	0000028633	Lake Placid Advertisers Workshop, Inc. dba Workshop 2051 Saranac Ave. Ste 101 Lake Placid, NY 12946 Contact: Timothy J. Kelleher AR@yourworkshop.com klacy@yourworkshop.com	518-598-3835
--------------	------------	--	--------------

COUNTY OF ROCKLAND
DEPARTMENT OF GENERAL SERVICES - PURCHASING DIVISION

GENERAL INSTRUCTIONS

HOW TO USE

QUALIFIED SUPPLIER LISTS



COUNTY OF ROCKLAND
DEPARTMENT OF GENERAL SERVICES - PURCHASING DIVISION

OVERVIEW

Qualified Supplier lists are lists of suppliers who have satisfied certain preconditions to supply particular services to County Departments on an ongoing or intermittent basis. A Supplier gains inclusion on a Qualified Suppliers list by responding to an official Request for Proposal that is advertised locally and nationally. Inclusion on a Qualified Supplier List is no guarantee that a vendor will receive work. Qualified Supplier lists are open for new applicants at least annually or continuously if an unmet need arises.

Contracting Process

Formal contracts are negotiated and signed with suppliers that detail the services offered providing guaranteed not-to-exceed hourly rates by specialty. When a County Department needs the services of a firm on a Qualified Supplier List, they follow the following procedures:

1. When contract is less than \$20,000

- “Buy direct” from any supplier on the Qualified Supplier List.
- Document the reasonableness of price and that the proposal satisfies the procurement requirements.
- Provide the Purchasing Division with complete backup concerning the suppliers contacted, bids/quotes received, and vendor selection.
- Enter a Purchase Requisition in Peoplesoft eProcurement and attached the complete scope of work for this project. The Purchasing Division will not issue a Purchase Order until all required documentation that justifies the request is received.
- Can proceed to work with supplier only after the department has received an official purchase order for the work specified.

2. When contract is between \$20,000 - \$50,000

- The user department shall solicit written bids/quotes from a **Minimum of Three** suppliers under the applicable Qualified Supplier List.
- Document the supplier selection process and detail the reasons for vendor selection.
- Document the reasonableness of price compared to all bids/quotes received.
- Document that the proposed statement of work satisfies the procurement requirements.

COUNTY OF ROCKLAND
DEPARTMENT OF GENERAL SERVICES - PURCHASING DIVISION

- Provide the Purchasing Division with complete backup concerning the suppliers contacted, bids/quotes received, scoring of proposals, and vendor selection.
- Enter a Purchase Requisition in Peoplesoft eProcurement and attached the complete scope of work for this project. The Purchasing Division will not issue a Purchase Order until all required documentation that justifies the request is received.
- Can proceed to work with supplier only after the department has received an official purchase order for the work specified.

3. When contract is between \$50,000 - \$100,000

- The user department shall contact the Purchasing Division and the Purchasing Division shall solicit written bids/quotes from all suppliers under the applicable Qualified Supplier List.
- Document the supplier selection process and detail the reasons for vendor selection.
- Document the reasonableness of price compared to all bids/quotes received.
- Document that the proposed statement of work satisfies the procurement requirements.
- Complete backup concerning the suppliers contacted, bids/quotes received, scoring of proposals, and vendor selection will be maintained in the contract file.
- After the Purchasing Divisions approves the selection of a vendor, the user department will enter a Purchase Requisition in Peoplesoft eProcurement and attached the complete scope of work for this project.
- Can proceed to work with supplier only after the department has received an official purchase order for the work specified.

4. When contract is over \$100,000

- A Qualified Suppliers List cannot be used, and a project specific Request for Proposal must be issued.

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>175</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u>200</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>200</u> /Hour
DESIGN, LAYOUT	\$ <u>190</u> /Hour
ART DIRECTION	\$ _____ /Hour
COPY WRITING	\$ <u>200</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>200</u> /Hour
PRODUCTION COORDINATION	\$ <u>190</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>175</u> /Hour
STORYBOARD, DESIGN	\$ <u>175</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>200</u> /Hour
COPY WRITING	\$ <u>200</u> /Hour

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ <u>200</u> /Hour
PRODUCTION COORDINATION	\$ <u>150</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>10</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>10</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>10</u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

Arch Street Communications, Inc.



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>284.51</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u>176.65</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>176.65</u> /Hour
DESIGN, LAYOUT	\$ <u>211.48</u> /Hour
ART DIRECTION	\$ <u>176.65</u> /Hour
COPY WRITING	\$ <u>146.18</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>176.65</u> /Hour
PRODUCTION COORDINATION	\$ <u>118.05</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>284.51</u> /Hour
STORYBOARD, DESIGN	\$ <u>202.13</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>157.18</u> /Hour
COPY WRITING	\$ <u>146.18</u> /Hour

Arch Street Communications, Inc.



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ <u>176.65</u> /Hour
PRODUCTION COORDINATION	\$ <u>118.05</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>0</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>0</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>0</u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

BBG+G Advertising

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>175</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u>200</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>200</u> /Hour
DESIGN, LAYOUT	\$ <u>225</u> /Hour
ART DIRECTION	\$ <u>225</u> /Hour
COPY WRITING	\$ <u>200</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>175</u> /Hour
PRODUCTION COORDINATION	\$ <u>175</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>150</u> /Hour
STORYBOARD, DESIGN	\$ <u>195</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>175</u> /Hour
COPY WRITING	\$ <u>200</u> /Hour

BBG&G Advertising, Inc.



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

**RFP NUMBER:
RFP-RC-2025-024**

MECHANICAL ART AND TYPOGRAPHY	\$ <u>175</u> /Hour
PRODUCTION COORDINATION	\$ <u>175</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>15</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>15</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>15</u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.



Edwin J. Day, County Executive

BUZZ
CREATORS, Inc.

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

\$175 / HOUR RATE

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>175</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ _____ /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ _____ /Hour
DESIGN, LAYOUT	\$ _____ /Hour
ART DIRECTION	\$ _____ /Hour
COPY WRITING	\$ _____ /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ _____ /Hour
PRODUCTION COORDINATION	\$ _____ /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ _____ /Hour
STORYBOARD, DESIGN	\$ _____ /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ _____ /Hour
COPY WRITING	\$ _____ /Hour

(Agency Rate)



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ <u>\$175</u> /Hour
PRODUCTION COORDINATION	\$ <u>\$175</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>15</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>15</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>15</u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

Section V: Cost/Price Section

Creative Services

Project Management	\$95/hour
Advertising (print/outdoor/storyboards)	\$75/hour
Design/Layout	\$65/hour
Art Direction	\$75/hour
Copy writing	N/A
Mechanical Art/Typography	\$65/hour
Production Coordination	\$65/hour
Web Site Design	\$75/hour
Proofreading	\$55/hour
Advertising (Broadcast)	N/A
Media Placement	N/A
Production Buying Markup	20%
General External Markup	20%

RFP# RFP-RC-2025-024



Eve Adams Design
Eve Adams
(845) 642-8702
eadesign25@gmail.com

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

COST PROPOSAL GMG PUBLIC RELATIONS & HARQUIN CREATIVE GROUP

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u> 125 </u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u> 125 </u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u> 125 </u> /Hour
DESIGN, LAYOUT	\$ <u> 135 </u> /Hour
ART DIRECTION	\$ <u> 135 </u> /Hour
COPY WRITING	\$ <u> 125 </u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u> 135 </u> /Hour
PRODUCTION COORDINATION	\$ <u> 125 </u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u> 125 </u> /Hour
STORYBOARD, DESIGN	\$ <u> 135 </u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u> 125 </u> /Hour
COPY WRITING	\$ <u> 125 </u> /Hour

GMG Public Relations, Inc.



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ <u>135</u> /Hour
PRODUCTION COORDINATION	\$ <u>125</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>15</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>15</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>15</u> % Markup
Photography	\$250/hour
Videography	\$300/hour
Project Administrative Support	\$85/hour
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

Please note: Spark451 approaches pricing hourly projects utilizing a blended rate of \$205 per hour.

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>205</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u>205</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>205</u> /Hour
DESIGN, LAYOUT	\$ <u>205</u> /Hour
ART DIRECTION	\$ <u>205</u> /Hour
COPY WRITING	\$ <u>205</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>205</u> /Hour
PRODUCTION COORDINATION	\$ <u>205</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>205</u> /Hour
STORYBOARD, DESIGN	\$ <u>205</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>205</u> /Hour
COPY WRITING	\$ <u>205</u> /Hour

Jen Spark, Inc. dba Sparks451 Inc.



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ <u>205</u> /Hour
PRODUCTION COORDINATION	\$ <u>205</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>15</u> %Markup 15% markup for traditional media. See attached for digital.
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>20</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>25</u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

Agency Services Digital Media Cost Structure

Spark451 works on a sliding scale of agency services based on gross media spend, with decreasing percentages of strategy, management, reporting, and creative service costs as media spend increases. Our cost structure for digital media is taken as a percentage of the digital media gross spend, and is broken down as follows:

Campaign Gross Media Spend	Campaign Strategy Service Cost	Setup / Management Service Cost	Reporting Service Cost	Creative Strategy Service Cost
\$1–\$10,000	8.92%	8.92%	9.84%	12.78%
\$10,001–\$20,000	8.85%	8.85%	7.82%	7.08%
\$20,001–\$50,000	8.56%	8.56%	7.82%	7.08%
\$50,001–\$100,000	8.10%	8.07%	7.70%	6.61%
\$100,001–\$200,000	7.90%	7.80%	7.20%	6.03%
\$200,001–\$300,000	7.60%	7.50%	7.00%	5.40%
\$300,001–\$400,000	7.30%	7.30%	6.80%	5.10%
\$400,001–\$500,000	7.29%	7.29%	6.49%	4.40%
\$500,001–\$600,000	7.29%	7.29%	6.49%	4.40%
\$600,001–\$700,000	7.20%	7.20%	6.49%	4.40%
\$700,001–\$800,000	7.20%	7.20%	6.44%	4.40%
\$800,001–\$900,000	7.20%	7.20%	6.32%	4.40%
\$900,001–\$1,000,000	7.13%	7.13%	6.32%	4.40%
\$1,000,001+	7.13%	7.13%	6.32%	4.40%

KathodeRay Media, Inc



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>125</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u>150</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>150</u> /Hour
DESIGN, LAYOUT	\$ <u>125</u> /Hour
ART DIRECTION	\$ <u>150</u> /Hour
COPY WRITING	\$ <u>125</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>125</u> /Hour
PRODUCTION COORDINATION	\$ <u>120</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>125</u> /Hour
STORYBOARD, DESIGN	\$ <u>150</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>150</u> /Hour
COPY WRITING	\$ <u>125</u> /Hour

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ <u>125</u> /Hour
PRODUCTION COORDINATION	\$ <u>120</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>15</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>15</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>15</u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>175</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u>122</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>175</u> /Hour
DESIGN, LAYOUT	\$ <u>122</u> /Hour
ART DIRECTION	\$ <u>122</u> /Hour
COPY WRITING	\$ <u>100</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>100</u> /Hour
PRODUCTION COORDINATION	\$ <u>100</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>175</u> /Hour
STORYBOARD, DESIGN	\$ <u>100</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>175</u> /Hour
COPY WRITING	\$ <u>100</u> /Hour

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$100 _____/Hour
PRODUCTION COORDINATION	\$100 _____/Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	10 _____ %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	10 _____ % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	10 _____ % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

Edwin J. Day, County Executive

**TITLE: Marketing, Public Relations and Creative Design
Services – Qualified Suppliers List**
**RFP NUMBER:
RFP-RC-2025-024**
COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH
ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>105</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u>95</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>100</u> /Hour
DESIGN, LAYOUT	\$ <u>95</u> /Hour
ART DIRECTION	\$ <u>95</u> /Hour
COPY WRITING	\$ <u>95</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>n/c</u> /Hour
PRODUCTION COORDINATION	\$ <u>95</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>105</u> /Hour
STORYBOARD, DESIGN	\$ <u>95</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>105</u> /Hour
COPY WRITING	\$ <u>95</u> /Hour

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ <u> n/c </u> /Hour
PRODUCTION COORDINATION	\$ <u> 105 </u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u> 12 </u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u> 7.5 </u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u> 7.5 </u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

SECTION V – Cost Proposal

Below is the completed **Cost Proposal Form** with the correct Nativa rates mapped to each RFP category.

COST PROPOSAL – NATIVA 2025 GOVERNMENT RATES

CREATIVE SERVICES

RFP Category	Nativa Role Mapped	Hourly Rate
Project Management	Account Manager	\$140.40/hr
Advertising (Print or Outdoor)	Graphic Designer	\$108.00/hr
Advertising (Radio or Television)	Senior Designer	\$140.40/hr
Design, Layout	Graphic Designer	\$108.00/hr
Art Direction	Senior Designer	\$140.40/hr
Copywriting	Content Manager	\$108.00/hr
Mechanical Art & Typography	Graphic Designer	\$108.00/hr
Production Coordination	Social Media Manager	\$124.20/hr

ADVERTISING – BROADCAST, PRINT & OUTDOOR

RFP Category	Nativa Role Mapped	Hourly Rate
Project Management	Account Manager	\$140.40/hr
Storyboard, Design	Senior Designer	\$140.40/hr



Broadcast Production & Supervision	Senior Application Developer	\$189.00/hr
Copywriting	Content Manager	\$108.00/hr
Mechanical Art & Typography	Graphic Designer	\$108.00/hr
Production Coordination	Social Media Manager	\$124.20/hr

MEDIA PLACEMENT

Media Service	Rate
Coordination Services of Media Placement (Markup on Media Invoice)	12% Markup

PRODUCTION BUYING

Production Type	Rate
Print Services (typography, photography, color separations, film, retouching, illustration & other outside costs)	10% Markup

BROADCAST SERVICES

Production Type	Rate
Production facilities, rental of special equipment, props, talent, and other outside costs	10% Markup

REQUIRED STATEMENT

Nativa confirms that all hourly rates include overhead and profit. No additional billing (including meetings, account servicing, administrative costs, delivery, postage, rent, or phone charges) will be charged beyond the rates and markups listed above. Rates will remain firm for the first contract year.



Nativa, Inc.



Edwin J. Day, County Executive

**TITLE: Marketing, Public Relations and Creative Design
Services – Qualified Suppliers List**
**RFP NUMBER:
RFP-RC-2025-024**
COST PROPOSAL TEMPLATE

 PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH
 ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>140.40</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u>108.00</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>108.00</u> /Hour
DESIGN, LAYOUT	\$ <u>108.00</u> /Hour
ART DIRECTION	\$ <u>140.40</u> /Hour
COPY WRITING	\$ <u>108.00</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>108.00</u> /Hour
PRODUCTION COORDINATION	\$ <u>124.20</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>140.40</u> /Hour
STORYBOARD, DESIGN	\$ <u>140.40</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>189.00</u> /Hour
COPY WRITING	\$ <u>108.00</u> /Hour

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ <u>108.00</u> /Hour
PRODUCTION COORDINATION	\$ <u>124.20</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>12</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>10</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>10</u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

SECTION V: COST / PRICE SECTION

CREATIVE SERVICES

Project Management	\$125 / hr
Linear TV Advertising (WPIX + Other Nexstar Stations)	Value Add
Advertising (Digital Out Of Home)	\$75 / hr
Design / Layout	Value Add
Art Direction	Value Add
Copywriting	Value Add
Mechanical Art / Typography	N/A
Production Coordination	\$125 / hr
Studio V Production	Value Add

ADVERTISING SERVICES

Project Management	\$125 / hr
Storyboard, Design	Value Add
Broadcast Production and Supervision	\$125 / hr
Copywriting	Value Add
Mechanical Art and Typography	N/A
Production Coordination	\$125 / hr
Media Placement	0% Markup
Production Buying	N/A
Broadcast Services	0% Markup



Nexstar Digital Media
Sebastian Pares, Parker Street
1301 Avenue of The Americas
7th Floor
New York, NY 10019
630 - 877 - 0391
SPares@Nexstar.tv

Niki Jones Agency, Inc.



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ 125 _____/Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ 125 _____/Hour
ADVERTISING (RADIO OR TELEVISION)	\$ 125 _____/Hour
DESIGN, LAYOUT	\$ 125 _____/Hour
ART DIRECTION	\$ 125 _____/Hour
COPY WRITING	\$ 125 _____/Hour
MECHANICAL ART AND TYPOGRAPHY	\$ 125 _____/Hour
PRODUCTION COORDINATION	\$ 125 _____/Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ 125 _____/Hour
STORYBOARD, DESIGN	\$ 125 _____/Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ 125 _____/Hour
COPY WRITING	\$ 125 _____/Hour

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ <u>125</u> /Hour
PRODUCTION COORDINATION	\$ <u>125</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>15</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>15</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>See following pages</u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

PHOTOGRAPHY & VIDEOGRAPHY

Role	Rate*	Kit (Equipment Needed)
Producer	\$1,440 (Day)	
Production Manager	\$1,080 (Day)	
Production Assistant (PA)	\$540 (Day)	
Director of Photography (DP)	\$1,980 (Day)	Starting at \$600 per day
Camera Operator	\$1,380 (Day)	
1st Assistant Camera/ Digital Imaging Technician (DIT)	\$1,020 (Day)	\$450 (Day)
Gaffer	\$1,200 (Day)	Case by case: Starts at \$1,000
Grip	\$1,200 (Day)	Case by case: Starts at \$500
Best Boy	\$1,020 (Day)	
Utility	\$720 (Day)	
Audio Mixer	\$1,380 (Day)	\$500 (Day)
Set Designer	\$1,800 (Day)	\$400 (Day)
Set Design PA	\$480 (Day)	
Hair & Make-Up Artist	\$1,080 (Day)	\$300 (Day)
Wardrobe Stylist	\$1,080 (Day)	\$150 (Day)
Location Rental	Varies based on locale & type	
Location Scout	\$1,200 (Day)	
Truck Rental	\$72 (Hour)	
Casting Director	\$1,320 (Day)	
Casting PA	\$480 (Day)	
Editor	\$1,800 (Day)	
Asst. Editor	\$900 (Day)	
Graphics Package (Opener, Lower Thirds, Transitions)	\$3,000.00	

*Daily Rates = 10 hour days

Role	Rate
Transcription	\$4.80 (Minute)
Music	\$120 (Track)
Closed Captioning	\$4.80 (Minute)
U.S. Photography (Events)	\$342 (Hour) Travel: \$270 Retainer Rates: \$312 (Hour) Apollo Retainer Rate: \$282 (Hour) Non-Profit: \$270 (Hour)
U.S. Photography (Headshots) (Includes 2 angles & basic editing)	\$1,075pp
On Set Translator	\$1,800 (Day)
Translation Service	\$18 (Minute)
Catering	\$20 (Person)
Meals	\$30 (Person)
Legal	\$1,440
Insurance	\$600
Deep Storage Rates	\$78 (Month)
Contingency	10% of Video Production / Photography Budget
ANP Production Service Fee	30% of Video Production / Photography Budget
Media Training	\$1,020 (Hour)

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List -

RFP NUMBER:
RFP-RC-2025-024

OVERIT MULTIMEDIA, INC.

COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$150/Hour
ADVERTISING (PRINT OR OUTDOOR)	\$150/Hour
ADVERTISING (RADIO OR TELEVISION)	\$150/Hour
DESIGN, LAYOUT	\$150/Hour
ART DIRECTION	\$150/Hour
COPY WRITING	\$150/Hour
MECHANICAL ART AND TYPOGRAPHY	\$150/Hour
PRODUCTION COORDINATION	\$150/Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$150/Hour
STORYBOARD, DESIGN	\$150/Hour
BROADCAST PRODUCTION AND SUPERVISION	\$150/Hour
COPY WRITING	\$150/Hour

Overit Multimedia, Inc.



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$150/Hour
PRODUCTION COORDINATION	\$150/Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARKUP OF MEDIA INVOICE	10 %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	10 %Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	10 %Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>125</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u>125</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>125</u> /Hour
DESIGN, LAYOUT	\$ <u>125</u> /Hour
ART DIRECTION	\$ <u>125</u> /Hour
COPY WRITING	\$ <u>125</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>125</u> /Hour
PRODUCTION COORDINATION	\$ <u>125</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>125</u> /Hour
STORYBOARD, DESIGN	\$ <u>125</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>125</u> /Hour
COPY WRITING	\$ <u>125</u> /Hour

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ 125 _____/Hour
PRODUCTION COORDINATION	\$ 125 _____/Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	7 _____ %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	8 _____ % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	7 _____ % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER: RFP-RC-2025-024

Rockland Digital Media **COST PROPOSAL TEMPLATE**

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>100</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u>100</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>100</u> /Hour
DESIGN, LAYOUT	\$ <u>100</u> /Hour
ART DIRECTION	\$ <u>100</u> /Hour
COPY WRITING	\$ <u>100</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ _____ /Hour
PRODUCTION COORDINATION	\$ <u>100</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>100</u> /Hour
STORYBOARD, DESIGN	\$ <u>100</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>100</u> /Hour
COPY WRITING	\$ <u>100</u> /Hour

Rockland Digital Media



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ <u>N/A</u> /Hour
PRODUCTION COORDINATION	\$ <u>100</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>15</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>15</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>15</u> % Markup
<i>Digital Indoor Bill boards</i>	<i>No Markup - in-house</i>
<p>COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.</p>	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

PLEASE NOTE: Our standard open rate is \$185 per hour. However, RRDA is pleased to extend a discounted public-sector rate of \$150 per hour to Roclland County, as we do all New York State counties, agencies, and institutions.

All fees and rates shall remain firm for the term of the Agreement, including any renewal options, and no additional markups, subcontracting fees, or third-party commissions will be billed.

 Edwin J. Day, County Executive		Page 13 of 33
TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List		RFP NUMBER: RFP-RC-2025-024

COST PROPOSAL TEMPLATE
PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>150</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u>15% of media or \$150</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>15% of media or \$150</u> /Hour
DESIGN, LAYOUT	\$ <u>150</u> /Hour
ART DIRECTION	\$ <u>150</u> /Hour
COPY WRITING	\$ <u>150</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>150</u> /Hour
PRODUCTION COORDINATION	\$ <u>150</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>150</u> /Hour
STORYBOARD, DESIGN	\$ <u>150</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>15% of media or \$150</u> /Hour
COPY WRITING	\$ <u>150</u> /Hour

 <p>Edwin J. Day, County Executive</p>		Page 14 of 33
TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List		RFP NUMBER: RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ 150 _____/Hour
PRODUCTION COORDINATION	\$ 150 _____/Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	15 _____%Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	15 _____% Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	15 _____% Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

Vendor: SPLEX One, Corp.



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>95</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u>95</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>95</u> /Hour
DESIGN, LAYOUT	\$ <u>95</u> /Hour
ART DIRECTION	\$ <u>95</u> /Hour
COPY WRITING	\$ <u>95</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>95</u> /Hour
PRODUCTION COORDINATION	\$ <u>95</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>105</u> /Hour
STORYBOARD, DESIGN	\$ <u>105</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>105</u> /Hour
COPY WRITING	\$ <u>95</u> /Hour

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ <u>95</u> /Hour
PRODUCTION COORDINATION	\$ <u>95</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>15</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>15</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>15</u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

**RFP NUMBER:
 RFP-RC-2025-024**

COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>165</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ <u>165</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>165</u> /Hour
DESIGN, LAYOUT	\$ <u>165</u> /Hour
ART DIRECTION	\$ <u>165</u> /Hour
COPY WRITING	\$ <u>165</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>165</u> /Hour
PRODUCTION COORDINATION	\$ <u>165</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>165</u> /Hour
STORYBOARD, DESIGN	\$ <u>165</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>165</u> /Hour
COPY WRITING	\$ <u>165</u> /Hour

Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
 RFP-RC-2025-024

MECHANICAL ART AND TYPOGRAPHY	\$ <u>165</u> /Hour
PRODUCTION COORDINATION	\$ <u>165</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	Traditional - 15% markup <u>20</u> %Markup - Digital Media 25% markup - Paid social
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>25</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>25</u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.



Edwin J. Day, County Executive

**TITLE: Marketing, Public Relations and Creative Design
Services – Qualified Suppliers List**

**RFP NUMBER:
RFP-RC-2025-024**

PURPOSE OF REQUEST FOR PROPOSAL (RFP)

The purpose of this request for proposal is to implement Media and Public Relations Program Management Services. The County of Rockland and the Rockland Community College (RCC) is seeking proposals that offer flexible solutions and alternatives in handling various countywide media and public relation campaigns on an as needed basis. The County of Rockland and Rockland Community College (RCC) may require the design of an advertising and media campaign to include planning, design, and placement of advertising in recommended venues and the design of various brochures and services.

Rockland County will select providers to be placed on a Qualified Suppliers list for authorized agencies to select from on an as needed basis. The County will develop a Qualified Suppliers List and formal contracts shall be executed, based upon proposals received. Selection to the Qualified Suppliers List does not guarantee in any way a commitment by the County to use the supplier's services. Using agencies will review the lists of services, rates, terms, and conditions provided upon formation of the Qualified Suppliers List. When necessary, agencies requiring service will contact the contractor and through discussion, further define their needs, services available, and applicable costs. The County agency shall issue a formal contract or an authorized purchase order for work to be performed.

This RFP is designed to provide interested offerors with sufficient basic information to submit proposals meeting minimum requirements but is not intended to limit a proposal's content or exclude any relevant or essential data. Offerors are at liberty and are encouraged to expand upon the specifications to evidence service capability under any agreement.

BACKGROUND

The Mission of the Rockland County Marketing initiative is to promote the services provided by the various agencies of Rockland County. The overall goals of the various County agencies in their Public Relations and Marketing campaigns shall:

1. Provide necessary and useful information to customers and potential customer to enable easier use and understanding of County services.
2. Develop and implement programs and initiatives that will encourage and increase the use of County services, especially those that are underutilized.
3. Promote a positive image of the agency and its services.
4. Promote the benefits of the programs to users and non-users of services.
5. Analyze and document successes as they relate to the intended goals.

REFERENCES

Unless otherwise stated, proposal must include a minimum of three (3) current projects and two (2) past projects.

ISSUING OFFICE AND RFP REFERENCE NUMBER

The County of Rockland's Department of General Services – Purchasing Division is the issuing office for this document and all subsequent addenda relating to it, on behalf of various agencies within Rockland County. The reference number for the transaction is **Solicitation #RFP-RC-2025-024**. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

LENGTH OF CONTRACT

The Contract resulting from this RFP will be for a period of one (1) year with four (4) one (1) year options.

The County of Rockland reserves the right to review contract(s) on a regular basis regarding performance and cost analysis and may negotiate price and service elements during the term of the contract.

OPEN ENROLLMENT

This Qualified Suppliers List RFP is an open enrollment contract. After the initial deadline date of this RFP, the Division of Purchasing reserves the right to solicit and add additional positions, services and/or contractors to meet any unmet needs, as deemed by the County Executive’s Office and/or the Division of Purchasing, but not limited to:

- If/when all attempts to utilize awarded contractor(s) have been unsuccessful.
- If/when changing needs warrant a new specialization to be added.

Contractors will not be permitted to submit random proposals at their own discretion at any time to the Purchasing Division. The Division of Purchasing will only add qualified Contractors after a thorough proposal review to cover any unmet need(s), as identified by the Departments as indicated above.



Edwin J. Day, County Executive

**TITLE: Marketing, Public Relations and Creative Design
Services – Qualified Suppliers List**

**RFP NUMBER:
RFP-RC-2025-024**

STATEMENT OF OBJECTIVES

Proposers will be responsible for developing flexible and alternative solutions to enhance a wide variety of Public Relations and Marketing campaigns on an as needed basis for specialized programs which will include plans on how to best reach a variety of target audiences and/or geographic locations with creative solutions that achieve the intended goals for each program requested. Website Development, Design Implementation, Maintenance, Hosting are **not included** in this request for proposal. Projects are generally funded through various grants available to Rockland County and may be limited in available funding and adhere to specific time frames.

The scope of services being sought requires the successful proposer to be responsible for the development, preparation, placement of advertising and management of flexible solutions for various media and public relations campaigns. Services required with input from the using agency, will include but not be limited to, providing consulting and/or management for multi-media public relations and marketing campaigns, that include, but not limited to:

- Development of multi-media campaigns: planning, identify goals, establish key statements, determine tactics and timeliness, communications planning, public relations planning, summarization of assessments and management of the same.
- Market analysis-showing demonstrated understanding of project related marketing issues.
- Multi-media advertisement placement and/or outreach through various media avenues (television, radio, billboards, posters, outdoor and bus signage, press releases, copy writing, photography and design of brochures / flyers, other promotional materials, etc). This will include multi-cultural media avenues and will include translating brochures and other print media in required number of languages. The County of Rockland has several contracts in place for language translation. The awarded vendor shall contact the Purchasing Department prior to performing any translations being requested. It will be determined at time of request whether to proceed with awarded vendor or another county contract. The County also has a contract to supply and install vinyl signs on County owned buses, if needed.
- Multi-phase, countywide campaigns including the writing, designing, illustrating of marketing material and advertisement, ordering space, time or other advertising means and endeavors while securing the most advantageous rates available.
- Detailed media placement reports.
- Incorporation of appropriate logos, tag lines, etc. into all campaign materials. The County of Rockland **has** many logos and campaign materials which have already been developed which will need to be incorporated into future campaigns.
- Countywide media coverage.
- Effectiveness measures / outcome studies
- Work under short timeframes
- Provide credentials as requested and/or required for each request based upon scope / need
- Specific strategies for reaching target populations (cultural inclusiveness).
- Specific strategies that demonstrate an understanding of the standard marketing models.
- Target messages to various segments of society.



Edwin J. Day, County Executive

**TITLE: Marketing, Public Relations and Creative Design
Services – Qualified Suppliers List**

**RFP NUMBER:
RFP-RC-2025-024**

- Justifications for all marketing and media strategies recommended per campaign.
- Management of funds / budget.
- Demonstrated ability to work with significant time constraints.
- Sufficient resources to conduct services
- Reporting - Summary reporting, effectiveness reporting, recommendations, results reporting, analysis and survey reporting, etc.
- The successful proposer will be responsible for, but not limited to:
 - Theme development
 - Marketing direction
 - Creative concepts
 - Copyrighting
 - Design
 - Art direction
 - Photography
 - Illustration
 - Digital production
 - Provide camera ready artwork in a universal, user friendly format
 - Develop and supply print specifications so that proper quotes and bids can be solicited by the Rockland County Purchasing Department. The County of Rockland will award and place orders directly with the selected print vendor.
 - Develop and supply promotional product specifications so that proper quotes and bids can be solicited by the Purchasing Department. The County maintains several promotional product contracts. It is recommended that the awarded vendor should review and become familiar with these lists. When the need for promotional items is required these lists should be consulted with the requesting division. If an item on County contract cannot meet the needs of the requesting division an individual County quote or bid will be solicited. The County of Rockland will award and place orders directly with the selected promotional vendor.
 - In addition to creative design, the successful proposer will be required to develop recommendations on photos, color, paper stock, fonts, and binding.
 - Conduct / Provide analysis and reports of successfully attaining the intended goals, and if not identify and make recommendation of findings.



Edwin J. Day, County Executive

**TITLE: Marketing, Public Relations and Creative Design
Services – Qualified Suppliers List**

**RFP NUMBER:
RFP-RC-2025-024**

Special Instructions:

- All copies, pictures and layout must be approved, in advance, by using agency.
- Proposer will provide the County of Rockland with copies of all negatives and artwork.
- **All documents, records, programs, data, film, tape, articles, memoranda including any and all cuts, negatives, positives, artwork, plates, engravings, disc, photos, boards, copies and other materials shall be considered “work for hire” and the proposer transfers any ownership claim to the County of Rockland and all such materials will become and will remain the property of the County of Rockland and shall be delivered to the County upon request.**
- Use of these materials, other than related to contract performance by the proposer, without the prior written consent of an authorized County representative, is prohibited. During the performance of the services specified herein, the proposer shall be responsible for any loss of or damage to these materials developed for or supplied by the County and used to develop or assist in the services provided herein while the materials are in the possession of the proposer. Any loss or damage thereto shall be restored at the proposer’s expense.
- All documentation/materials resulting from services undertaken on behalf of the County must be retained for a minimum of two (2) years by the proposer.

PROPOSAL REQUIREMENTS AND COMPANY QUALIFICATIONS

Detailed Response shall document the ability to perform the following:

- Describe creative and graphic facilities and staffing available for layout of newspaper and magazine advertisement, posters, brochures, etc.
- Describe creative resources and studios available for radio and television or other electronic media.
- Describe creative writing resources for the development and complete preparation of printed matter related to newspaper and magazine articles, brochures, etc.
- Describe facilities and resources available to produce photographs, Photostats, halftones, color separations, etc.
- Describe word processing and desktop publishing equipment, basic software packages, and computer hardware utilized.
- Describe how your firm would approach advertising/ marketing campaign with specific demographic targets.
- Describe the type of services your firm routinely sub-contracts.
- Proposer must have a minimum of five (5) years of experience in the creative design for marketing, public relations and development of government related materials and related marketing and media campaigns with documentation of successful results. Proposer must supply five (5) references, two (2) shall be from government clients where related creative documents and media campaigns and publications have been produced.



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

BILLING RECORDS. AUDITS

- The time and dollars spent for each task as listed and agreed upon in a project specific Scope of Work shall be recorded and submitted to the authorized County representative. Consultant shall maintain all books, papers, documents, accounting records and other evidence pertaining to time billed and to costs incurred and shall make such materials available for audit by the County. Documentation shall be attached to each invoice as billed as evidence of services provided/completed.

ACCEPTANCE AND DOCUMENTATION

- Each agreed upon task shall be reviewed and approved by the authorized County representative to determine acceptable completion.
- The County shall provide all necessary information to the Consultant for timely completion of the tasks as specified.
- All “work for hire” which are prepared in the performance of this contract shall be and remain the property of the County and are to be delivered to the authorized County representative before final payment is made to the consultant.

ROCKLAND COMMUNITY COLLEGE

Rockland Community College seeks qualified marketing firms to provide comprehensive services in support of student recruitment, enrollment management, and institutional branding. The selected firms will be expected to deliver flexible, creative, and data-informed solutions that address the diverse audiences served by the College, including:

- Traditional students (high school graduates considering community college).
- Adult and non-traditional learners (including workforce development students).
- Parents and influencers who play a role in student decision-making.
- Prospects across the tri-state area (Rockland County, Westchester, Orange, Bergen, and surrounding counties).

The services anticipated include, but are not limited to:

- **Digital and Social Media Marketing**
 - Design, execution, and management of digital advertising campaigns across platforms such as Facebook, Instagram, Google Ads, Snapchat, and emerging channels.
 - Creation of landing pages and lead capture forms to track and optimize conversions.
 - Retargeting and lookalike audience development.
 - Regular reporting, analytics, and optimization to ensure cost-effective outcomes.
- **Graphic Design and Creative Services**
 - Development of high-quality creative materials for both digital and print media.
 - Brand-aligned messaging, imagery, and campaign themes targeted to specific student segments.
- **Print and Direct Mail Services**
 - Design and production of print materials (e.g., postcards, letters, brochures, and table cards).



Edwin J. Day, County Executive

TITLE: Marketing, Public Relations and Creative Design Services – Qualified Suppliers List

RFP NUMBER:
RFP-RC-2025-024

- Execution of direct mail campaigns including mailing services.
- **Enrollment Marketing and CRM Support**
 - Experience working with higher education CRMs (such as Slate) to design, manage, and optimize student communications workflows.
 - Email and e-communications campaign development and deployment.
 - Data management, augmentation, and analysis of prospect and applicant lists to refine audience targeting.
- **Survey and Market Research Campaigns**
 - Design and execution of online surveys targeting prospective students, adult learners, parents, and admitted students.
 - Use of survey results to provide actionable insights that inform marketing strategies.
- **Name Buys and Prospect Pool Development**
 - Purchase, management, and integration of prospective student names from reputable sources.
 - Data append services to enhance targeting, including parent and household contact information.
- **Additional Support Services**
 - Consulting on enrollment strategies.
 - Assistance with workforce development marketing.
 - Creative campaign refreshes, A/B testing, and optimization.

Required Experience

Firms must demonstrate:

- **Proven success in higher education marketing, with specific experience in community college recruitment.**
- **Expertise in both digital and print media campaigns**, including demonstrated results in lead generation and student conversion.
- **Experience working with Customer Relationship Management (CRM) platforms**, preferably Slate, for the development and management of communication workflows.
- **Ability to target diverse audiences**, including traditional, adult, and workforce learners, within the tri-state area.
- **Capacity to deliver both creative services and execution**, including ad design, campaign management, analytics, and reporting.
- **Commitment to supporting the local economy** through the use of regional vendors and resources where possible.



Edwin J. Day, County Executive

**TITLE: Marketing, Public Relations and Creative Design
Services – Qualified Suppliers List**

**RFP NUMBER:
RFP-RC-2025-024**

AWARD OF CONTRACT

Award shall be made to the offeror whose proposal is the most advantageous to the County taking into consideration price and the other evaluation factors set forth in this request for proposals.

The County reserves the right to award the contract(s) to a higher technically qualified offeror(s) in the event the total scoring (technical + Cost) offer is determined to not be the best value offered to the County, based on a cost benefit analysis.

The County reserves the right to award a contract in part or in full, or not at all, on the basis of responses received.

If a contract is awarded, it shall be awarded to the responsive and responsible Offeror whose offer conforming to the Request for Proposal will be most advantageous to the County as set forth in the Evaluation Criteria.

When award Occurs: Award of contract occurs when a formal contract has been finalized or other evidence of acceptance by the County is provided to the Offeror. A Recommendation of Award does not constitute award of contract.

CONTRACT TERM – RENEWAL

In addition to any stated renewal periods in the Contract, any contract or unit portion thereof let by the Director of Purchasing may be extended by the Director of Purchasing for an additional period(s) of up to one year (cumulatively) with the written concurrence of the Contractor.

PRICE GUARANTEE PERIOD

The proposed price and/or hourly rates must remain firm through the first contract period with no adjustments allowed. If the County exercises any of the option years of the contract, the Offeror may submit a request for adjustment on the yearly anniversary date of the contract. Any request for price adjustment(s) must be submitted thirty (30) days in advance of the anniversary date; in writing to the Director of Purchasing. Any and all price adjustments will be limited to the percentage increase in applicable CPI Index for the preceding 12 months. The County reserves the right to reject any request for price increase deemed excessive.

STANDARD TERMS AND CONDITIONS OF THIS RFP

Any contract resulting from this RFP will include the County’s Standard Terms and Conditions for Professional Service Contracts included in the RFP and Appendix B. Exceptions and or additions to the County’s Standard Terms and Conditions are strongly discouraged.

Exceptions to the RFP Standard Terms and Conditions, of this RFP and/or the Standard Terms and Conditions for Professional Service Contracts as provided Appendix B must be submitted with the proposal response. Exceptions, additions, service level agreements, etc. submitted after the date and time for receipt of proposals will not be considered.

The County retains the right to refuse to negotiate on exceptions should the exceptions be excessive and not in the best interest of the County. Offeror must provide all documents in Microsoft WORD format for redline editing. Offeror must provide the name, contact information, and access of the person(s) that will be directly involved in legal negotiations.

DEPARTMENT OF GENERAL SERVICES, PURCHASING DIVISION

Dr. Robert L. Yeager Health Center
50 Sanatorium Rd, Building A
Pomona, New York 10970
Phone: (845) 364-3820 Fax: (845) 364-3809
Email: purchasing@co.rockland.ny.us

Paul Brennan, FNIGP, NIGP-CPP, CPPO
Director of Purchasing

ADDENDUM # 1

RFP-RC-2025-024

Marketing, Public Relations and Creative Design Services QSL

The information in this addendum supersedes any contradictory information set forth in the contract documents. Acknowledge receipt of this addendum in the space provided on the signature page of the bid proposal. Failure to do so, may subject the bidder to disqualification. This addendum forms a part of the contract documents.

A Preproposal meeting was held on October 21, 2025 @ 10am. The following persons were in attendance:

Molly Barnes – Staples Marketing
Mindy Germain – Ecp Leap
Tonia Strange – Arch Street Communications
Jas Gidda – Bellweather Agency
Madhu Nair – Mendon GROUP
Julie Perkins – Advance MediaNY
Sean Fitzpatrick – Overit
Bill Ridenour – MNI
Amanda Smith – Niki Jones Agency
Karme Sherwood – Advanced Education
Keith Klein – MSA Marketing
Cesar Munoz – Silver Spoon Agency
Melissa Vola – Nonprofit Partners
Joseph Mayernik – Brandstatorship
Sebastian Pares – Nexstar Media Group
Tom Koorbusch – Media Now Interactive
Yaakov Herskovich – DBA YH Designs
Alan Colmenares – Color & Culture
Jenna Nazario – Rockland County

Question 1

Our experience is highly focused on government and not as much on higher education. Having said that, how should we approach the response? Can we combine our answers, or must they be separated by county vs college? Will we be disqualified if we do not have higher ed experience?

Response 1

The responses may be submitted in a single proposal under separate headings. All relevant experience may be submitted for both entities or either.

Question 2

Are incumbents participating in the process? If so, can you tell us who they are?

Response 2

There are several firms that were added to the Qualified Suppliers list as a result of the previous RFP. The firms on the current Qualified Suppliers List are:

- 1. KathodeRay Media Inc.**
- 2. Eve Adam Designs**
- 3. Chronogram Media**
- 4. GMG Public Relations**
- 5. BBG&G Advertising**

Question 3

Is this open to contractors from other states

Response 3

Yes, firms from other states can submit proposals.

Question 4

Can the work be done remotely?

Response 4

Yes.

Question 5

The RFP references experience with higher education CRMs such as Slate. Will selected firms be granted access to Rockland Community College's CRM or data systems for campaign support, and should proposals include data management or compliance protocols?

Response 5

Yes. Firms will have direct access to the CRM.

Question 6

Will the County permit rate adjustments during renewal periods be proposed, or are proposed rates fixed for the entire contract term, including option years?

Response 6

See page 22 of the Request for Proposal.

Question 7

What is the anticipated start date for contract performance following vendor selection, and will the County provide an estimated timeline for contract award and onboarding?

Response 7

This RFP is being issued to establish a Qualified Suppliers List only, contractors will be awarded a spot on the Qualified Suppliers list and will be assigned projects on an as needed basis by the department. Placement on the Qualified Suppliers list does not guarantee work.

Question 8

Will all vendors who submit proposals be notified of the award decision once selections are made, and will the County provide scoring details or a summary of how proposals were evaluated following award announcements?

Response 8

Yes.

Question 9

What has sparked this agency search? Is there an incumbent agency?

Response 9

The current contract is nearing expiration. There is a current Qualified Suppliers List in place.

Question 10

To confirm, should our Technical Response be tailored to the specific opportunity for Rockland Community College or generally for potential opportunities with Rockland County?

Response 10

Proposals should be tailored to the specific needs of both agencies or either.

Question 11

What does the RFP process look like after submissions on November 20th? Will we get the chance to meet the team? When will an agency be awarded the business?

Response 11

Upon submission the proposals will be evaluated, after which, all proposers will be notified of the results. This RFP is to establish a Qualified Suppliers List only.

Question 12

We noticed the Contract Award Notification document has pricing from your previous agencies - would you share our hourly rates with other agencies in the future?

Question 12

Yes. This is public information

Question 13

Are the agencies within this document your current or previous agency partners?

Question 13

These firms are on the current Qualified Suppliers List.

Question 14

Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

Responses 14

Yes, companies from outside the USA can apply.

Question 15

Can the County confirm whether agencies may be selected for both County departments and RCC under a single award, and how mini-competitions (if any) will be run among QSL vendors?

Response 15

Yes. This is a single Qualified Suppliers List for both the Rockland County and the Rockland Community College.

Question 16

Please confirm FOIL redaction expectations and whether a redacted version is required at submission or upon request only.

Response 16

A redacted version is only required if there is information submitted in your response in which you choose to keep confidential.

Question 17

To confirm, 5 references are required, with three (3) current projects and two (2) past projects, two of which must be government clients? Do we log all references in the Past & Present document?

Response 17

Yes.

Question 18

Can you clarify whether projects for Rockland Community College will be issued through separate task orders, or through the same Qualified Supplier List contract as County agencies?

Response 18

Yes. This Qualified Suppliers List will serve both Rockland County and the Rockland Community College.

Question 19

What weighting will be used to evaluate proposals—specifically between cost, experience, and creative/technical approach?

Response 19

See Evaluation Criteria on page 12 of the Request for Proposal

Question 20

For each mini-contract for campaigns exceeding \$100,000, will County departments solicit mini-RFPs only from prequalified vendors, or will those projects be publicly rebid?

Responses 20

Only prequalified vendors on the Qualified suppliers list will be solicited. However, projects in excess of \$250,000 will require a new RFP.

Question 21

What are the target audiences for the College

Response 21

Generally, it's Traditional Community College students, their parents / guardians, non-traditional students, adult learners, community stakeholders.

Question 22

Are there current brand guidelines or visual standards for the Rockland Community College that new creative should align with?

Response 22

Yes, but there is always the possibility to update them in the future.

Question 23

Will the RCC provide photography, video, or other creative assets, or should agencies plan to develop original content?

Response 23

Both.

An Additional addendum with the remaining questions will be issued shortly.

SIGNED:

Paul J. Brennan

**PAUL J. BRENNAN, FNIGP, NIGP-CPP, CPPO
DIRECTOR OF PURCHASING**

ADDENDUM

11/5/25

DEPARTMENT OF GENERAL SERVICES, PURCHASING DIVISION

Dr. Robert L. Yeager Health Center
50 Sanatorium Rd, Building A
Pomona, New York 10970
Phone: (845) 364-3820 Fax: (845) 364-3809
Email: purchasing@co.rockland.ny.us

Paul Brennan, FNIGP, NIGP-CPP, CPPO
Director of Purchasing

ADDENDUM # 2

RFP-RC-2025-024

Marketing, Public Relations and Creative Design Services QSL

The information in this addendum supersedes any contradictory information set forth in the contract documents. Acknowledge receipt of this addendum in the space provided on the signature page of the bid proposal. Failure to do so, may subject the bidder to disqualification. This addendum forms a part of the contract documents.

Question 1

Please share any pain points with current media buying and paid creative efforts.

Response 1

- **Limited geo-targeting after numerous discussions to reach audience outside of the Hudson valley.**
- **Content was reused too many times.**

Question 2

Do you have an asset library available that we can utilize for creative development?

Response 2

Yes, but there would be an expectation that new content would be created regularly.

Question 3

Is there an agency fee structure or budget for fees you feel most comfortable with?

Response 3

It should be structured as fee per deliverable.

Question 4

What are you currently spending across digital?

Response 4

It varies month to month based on which platforms we use.

Question 5

What is your current media plan? Which digital channels are you advertising on and what is the average allocated spend?

Response 5

All connected tv, meta.

Question 6

Can you share more about the typical conversion cycle/customer journey?

Response 6

This would vary based on department and project.

Question 7

What do you like about reporting/data you are receiving and what is missing?

Response 7

Quarterly reports with measurable outcomes and suggestions for scalability or reconsideration.

Question 8

We do not offer email marketing or traditional (earned) public relations services. We are a creative advertising / media buying agency. Are you still interested in seeing our proposal?

Response 8

Yes

Question 9

Is the County seeking continuous PR support or project-based assistance?

Response 9

Project based with the potential for continuous PR support.

Question 10

What KPIs will be used to measure success (e.g., awareness, media coverage, engagement)?

Response 10

All mentioned- CTR, impressions, etc

Question 11

Will the selected vendor handle crisis communications, or will that remain internal?

Response 11

They would work directly with the County Communications team.

Question 12

What are the target audiences for the County?

Response 12

Residents, travelers, hikers, sports enthusiasts and businesses.

Question 13

How much flexibility will select agencies have to propose new creative concepts or campaign themes versus extending existing ones?

Response 13

It would be expected that the agency would propose new ideas if the current concept did not align with the proposed project.

Question 14

Will the County provide photography, video, or other creative assets, or should agencies plan to develop original content

Response 14

Both

Question 15

What types of creative projects are most commonly needed - brand campaigns, program awareness, enrollment pushes, or community education efforts?

Response 15

Brand campaigns, awareness campaigns and events.

Question 16

Will the County provide standard performance measurement templates or reporting frameworks for marketing campaigns, or will vendors be responsible for developing and implementing their own reporting structure?

Response 16

The vendor will be responsible, but it will be discussed between the vendor and the Department.

Question 17

Can the County provide insight into the typical turnaround times or expected duration for individual project assignments?

Response 17

It depends on the scope of the project, but typically, anywhere between 1-3 weeks.

Question 18

Is there a defined budget or budget range allocated for this contract?

Response 18

No

Question 19

The RFP notes that the County has existing translation contracts. Can the County confirm whether this restriction also applies to multicultural advertising and media placement services, or only to language translation?

Response 19

Only to language translation

SIGNED:

Paul J. Brennan

**PAUL J. BRENNAN, FNIGP, NIGP-CPP, CPPO
DIRECTOR OF PURCHASING**

ADDENDUM

11/7/25