

**UNIVERSITY OF HAWAII  
NOTICE OF EXEMPTION FROM CHAPTER 103D, HRS**

The President, University of Hawaii, is in the process of reviewing the request from Office of the Vice President for Community Colleges, Marketing and Communications (Department/Campus) for exemption from Chapter 103D, HRS, for the following goods, services, or construction:  
Digital marketing services including: website advertising, social media marketing, audience targeting, mobile advertising, email campaign, creative support and reporting

**Vendor:** To be determined.  
(If known)  
**Address:**

<b>Term of Contract:</b> (If known)	<b>From:</b> To be determined	<b>To:</b> To be determined	<b>Cost:</b> \$39,500.00 (est.)
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<b>Direct any inquiries to:</b> Department: UH Community College Marketing and Communications  Contact Name/Title: Susan Lee, Director of Marketing and Communications  Address: 2327 Dole Street Honolulu, Hawaii 96822	<b>Phone Number:</b> (808) 956-5852  <b>Fax Number:</b> (808) 956-3763
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Date Posted: August 11, 2017

Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven (7) calendar days from the date posted to:

Office of Procurement and Real Property Management  
1400 Lower Campus Road, Room 15  
Honolulu, Hawai'i 96822

**REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS**

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: Office of the Vice President for Community Colleges, Marketing and Communications  
(Department/Program)

Pursuant to APM Section A8.220, the Department requests a procurement exemption to purchase the following:

Description of goods, services, or construction:  
Digital marketing services, including: website advertising, social media marketing, audience targeting, mobile advertising, email campaign, creative support and reporting.

Estimated Cost: \$ 39,500

(1) Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University;

The award of this contract will NOT be solely based on cost, or lowest cost. Understanding our audience base (e.g., prospective community college students, high school students, etc.) and having experience in digital marketing in Hawaii demographic areas are key elements for the development and implementation of a strategic digital marketing campaign in Hawaii, targeted to Hawaii residents. Evaluation criteria includes vendor ability to meet minimum requirements, and to perform the requested services, as well as the customer service, experience and references. Because of the nature of the services and that many factors other than cost is involved, discussion with the company to accept revisions of proposals, to negotiate price changes, or to negotiate separately with any source is necessary to make the appropriate selection of service provider. The evaluation of all proposals received will be conducted comprehensively, fairly and impartially. In addition, timing of this marketing campaign is critical to optimize the impact on recruitment and increase enrollment headcount for Spring 2018 and Fall 2018. We have a small window of opportunity to reach our targeted audiences during the months of September, October, and November, prior to application deadline of December 1. Prior to our anticipated launch date in September, we will need 4 to 6 weeks to negotiate the best tactics and develop the best approach to meet our marketing and recruitment goals.

(2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable;

We will be inviting six to eight companies to submit proposals. The attachment has details on the process in which we plan to gather and evaluate all proposals in a fair and impartial manner. An evaluation committee will conduct the evaluation of all proposals. Proposers may be asked to give oral presentations to the evaluation committee either at the University or via videoconferencing and/or webcasting at their own expense.

(3) A description of the Department's internal controls and approval requirements for the exempted procurement; and

The contract will be awarded to the most advantageous to the University, taking into consideration the evaluation factors set forth in the "invitation to submit proposal" document. The UH Agreement for Services Contract Form will be issued that specifies all the necessary requirements and deliverables, which will be signed by the vendor and a University representative.

(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract:

Lisa Tshako, Fiscal Administrator, Office of the Vice President for Community Colleges; Michael Unebasami, Associate Vice President for Administrative Affairs, Office of the Vice President for Community Colleges; Susan Lee, Director of Marketing and Communications, Office of the Vice President for Community Colleges

Direct questions to: Susan Lee Phone: 808-956-5852

I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS TO THE BEST OF MY KNOWLEDGE, TRUE AND CORRECT.

Susan Lee [Signature] 6/19/17  
Full Name of Principal Investigator, Department Head, or Administrator Signature Date

Lisa Tshako [Signature] 7/5/17  
Full Name of Fiscal Officer Signature Date

APPROVED:

John Morton [Signature] 8/1/17  
Full Name of Vice President or Chancellor Signature Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

APPROVED \_\_\_\_\_ DENIED  
[Signature] 8/28/17  
PRESIDENT, UNIVERSITY OF HAWAII DATE



UNIVERSITY  
of HAWAII®  
COMMUNITY COLLEGES

University of Hawai'i Community Colleges  
**Marketing and Communications**

## Invitation to Submit Proposal for Digital Marketing Services

University of Hawai'i Community College System  
is seeking proposals from qualified firms for digital marketing services.

All proposals will be accepted via email to [susanlee@hawaii.edu](mailto:susanlee@hawaii.edu).  
Please type in subject line: Proposal for Digital Marketing Services

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## 1. Introduction and Purpose

The University of Hawai'i Community Colleges (UHCC) system consists of seven independently accredited institutions, serving over 30,000 students annually, and is part of the ten-campus University of Hawai'i System. These community colleges are public, open-access and comprehensive institutions offering associate degrees and various certificates in a wide range of programs. Four community colleges are located on the island of O'ahu (Honolulu CC, Kapi'olani CC, Leeward CC, and Windward CC) with three additional colleges on the islands of Maui (University of Hawai'i Maui College), Kaua'i (Kaua'i CC), and Hawai'i (Hawai'i CC).

Considering Hawai'i's compelling geographic challenges, UHCC is committed to providing affordable access to quality teaching and learning. UHCC offers a full range of academic and professional-technical courses leading to an Associate in Arts or Science degree, transfer degrees, career-technical degrees, continuing education, and certificates. UHCC also offers dual credit programs for high school students.

### OUR LOCATIONS

#### Main Office:

University of Hawai'i  
Office of the Vice President for Community Colleges  
Marketing and Communications  
2327 Dole Street, Honolulu, HI 96822  
Office: (808) 956-5852  
Website: <http://uhcc.hawaii.edu> (portal site)

On the island of O'ahu:

**Honolulu Community College** (main campus) <http://www.honolulu.hawaii.edu>

874 Dillingham Blvd., Honolulu, HI 96817

- Marine Education and Training Center  
10 Sand Island Parkway, Honolulu, HI 96819
- Automotive Mechanics Technology and Diesel Mechanics Facility  
445 Kōkea St., Honolulu, HI 96817
- Airport Training Center  
140 'Iako Place, Honolulu, HI 96819

**Kapi'olani Community College** (main campus) <http://www.kapiolani.hawaii.edu>

4303 Diamond Head Rd., Honolulu, HI 96816

**Leeward Community College** (main campus) <http://www.leeward.hawaii.edu>

96-045 Ala 'Ike, Pearl City, HI 96782

- Leeward Community College - Wai'anae Moku  
87-380 Kula'aupuni St., Wai'anae, HI 96792

**Windward Community College** (main campus) <http://www.windward.hawaii.edu>

45-720 Kea'ahala Rd., Kāne'ohe, HI 96744

On the island of Hawai'i:

**Hawai'i Community College** (main campus) <http://www.hawaii.hawaii.edu>

1175 Manono St., Hilo, HI 96720

- Hawai'i Community College - Pālamānuī  
73-1025 Kaiminani Dr., Kailua-Kona, HI 96740

On the island of Kaua'i:

**Kaua'i Community College** (main campus) <http://www.kauai.hawaii.edu>

3-1901 Kaumuali'i Hwy., Līhu'e, HI 96766



On the island of Maui:

**University of Hawai'i Maui College (UHMC) (main campus)** <http://www.maui.hawaii.edu>

310 Ka'ahumanu Ave., Kahului, HI 96732

- o UHMC Lahaina Education Center  
60 Kenui St., Lahaina, HI 96761
- o University of Hawai'i Center, Maui  
UHMC Campus  
Laulima Bldg., Room 216

Island of Lāna'i:

**University of Hawai'i Maui College - Lāna'i Education Center**

329 7th St., Lāna'i City, HI 96763

Island of Moloka'i:

**University of Hawai'i Maui College - Moloka'i Education Center**

375 Kamehameha V Hwy., Kaunakakai, HI 96748

The digital marketing service provider will collaborate with our Marketing Department on various campaigns and initiatives for the colleges with a goal of increasing the enrollment of college-bound high school seniors and working adults. The services will include:

- 1) Reporting (monthly)
- 2) Vendor Representation (monthly meetings)
- 3) Vendor Website Advertising
- 4) Social Media Marketing
- 5) Audience Targeting
- 6) Mobile Advertising
- 7) Email Campaign
- 8) Creative Support

## 2. Instructions to Proposers

### 2.1 Submittal Directions

All proposals will be submitted electronically to [susanlee@hawaii.edu](mailto:susanlee@hawaii.edu) by the designated deadline. We will only accept electronic copies of your proposal via email, email attachment, and/or other electronic transmittal via the Internet (e.g., drop box, Google shared doc or folder, etc.)

### 2.2 Contact with College Personnel

All communications by Proposer shall be made via the below named contact. No other communication with UHCC should occur until interviews have been scheduled. Address all communications in writing or email to:

Susan Lee, Director of Marketing and Communications  
University of Hawai'i Community Colleges  
Address: 2327 Dole Street, Honolulu, HI 96822  
Email Address: [susanlee@hawaii.edu](mailto:susanlee@hawaii.edu)

Please enter subject line: **Q&A Digital Marketing Services**

The College reserves the right to modify the Scope and Specifications of this Invitation to Submit Proposal, as circumstances require.

### 2.3 Errors in Proposals

The College will not be liable for any errors in proposals.

### 2.4 Withdrawing Proposals

Proposers may withdraw a proposal at any time prior to the deadline by submitting an email to [susanlee@hawaii.edu](mailto:susanlee@hawaii.edu) sent by an authorized representative of the Proposer. After withdrawing the proposal, the Proposer may submit another proposal at any time prior to the proposal due date.

Please enter subject line: **Withdrawing Proposal for Digital Marketing Services**

## **2.5 Public Records**

Pursuant to Hawai'i Open Records Law § 91-1 et seq., information or documents received by UHCC in proposals or from the Proposer may be open to public inspection and copying unless exempt from disclosure. Proposers shall clearly designate individual documents as "exempt" on each page of such documents and shall indicate the basis for such exemption. UHCC assumes no liability for disclosure of proprietary material submitted by Proposers. Proposer shall not label an entire document as a "trade secret" merely because a portion of that document is or may be a trade secret. If any exempt information becomes the subject of a public records or other such request for production, UHCC will notify the Proposer and, upon the execution of an agreement to defend and indemnify UHCC, will allow the Proposer to address the public records or other request on behalf of UHCC in the appropriate forum.

## **3. SUBMITTAL INCLUSIONS**

### **3.1 Proposal Format**

Each official response should be collected together in one electronic document in a simple, effective manner, on standard letter size. Clearly indicate the name, phone, email address of the Proposer contact(s) responsible for the proposal, along with the company name, address, phone number, fax number, and web address.

The Proposer must provide written, point-by-point narrative responses to each proposal requirement; simply stating "agree" or "complies" is not acceptable. Supplemental technical information, product literature, and other supporting materials that further explain or demonstrate the Proposer's capabilities may also be included within the proposal response.

All Proposers is responsible for all costs associated with the preparing of their proposal, answering all questions, and providing the College with requested information. UHCC is under no obligation to incur or reimburse any Proposer for any proposal costs.

### **3.2 Proposal Content**

The proposals should include a detailed table of contents that follows the section outlined in Section 5, Required Service Capabilities and Section 6, Proposal Requirements. All proposals should respond directly to all requirements and questions posed in these sections.

The emphasis should be on clarity and brevity. Any additional material that Proposer deems necessary should be attached as appendices.

### **3.3 Eligibility for Award**

In order for the Proposer to be eligible for the award of this project, the proposal must be responsive to this request and the evaluators must be able to determine that the Proposer is responsible and has the resources and capacity to perform the resulting contract satisfactorily.

#### **Eligible Proposers, at a minimum, must meet the following requirements:**

- Have adequate financial resources, or the ability to obtain such resources as required during the performance of any resulting contract.
- Be able to comply with the required performance schedule, taking into consideration all existing business commitments.
- Have a satisfactory record of past performance.
- Have necessary personnel and management capable of performing requirements on a resulting contract.
- Be qualified as an established vendor regularly engaged in the type of business necessary to fulfill the project requirements.
- Be otherwise qualified and eligible to receive an award under applicable laws and regulations.
- Have Certificate of Compliance from the State of Hawaii.  
<http://vendors.ehawaii.gov/hce/splash/welcome.html>

## 4. CRITERIA TO EVALUTE PROPOSALS

The evaluation of proposals received will be conducted comprehensively, fairly, and impartially. Contracts will be awarded to responsive, responsible Proposers whose proposals are determined in writing to be the most advantageous to the University taking into consideration the evaluation factors set forth.

A committee will evaluate and score each proposal submitted based on the following criteria:

### 4.1. Review of Minimum Requirements

In order to be considered for evaluation, a proposal must be complete, and meet all required components. The purpose of this phase is to determine whether a Proposer's proposal is sufficiently responsive in meeting the minimum requirements to permit a complete evaluation. Only those proposals meeting the minimum requirements will be considered for evaluation. Section 2, Instructions to Proposers, and Section 3, Submittal Inclusions, will be evaluated as Pass or Fail. Proposers receiving a Fail for these sections will be deemed non-responsive and will not be evaluated. The Committee will use the following criteria to evaluate each proposal on their responses. The proposals receiving the most points totaled from each evaluation will be considered for the contract award.

### 4.2 Evaluation Process

A committee will conduct an evaluation of all proposals which meet the minimum requirements and will collectively score each proposal submitted based on the criteria set forth below.

Criteria	Points
Meets requirements of Section 2 and 3	Pass or Fail
Costs - comprehensive and reasonable fees as outlined in Section 6.5	25
Meets minimum requirements found in Section 3.3 and 6.4	25
Vendor's ability to meet capabilities outlines in Sections 5.3, 5.5, 5.6, 5.7, 5.8, 5.9 and 5.10	20
Experience/References: The depth of organization and representative's experience in higher education digital marketing and digital marketing industry as found in Section	15

6.3 and 6.4.1	
Ability for vendor representative to meet services as found in Section 5.2 and 5.4	10
Vendor has certifications and access to Search Engine Marketing (SEM) tools found in Section 5.1	5
Total Possible Points	100

Proposers may be asked to give oral presentations to the evaluation committee either at the University or via videoconferencing and/or webcasting at their own expense. The UHCC representative shall contact Proposers to schedule a date and time for oral presentations during the designated evaluation period. The inability of the Proposer to give an oral presentation to the evaluation committee may result in lower rating of the proposal during evaluation of award.

**4.3 Unresponsive Proposals**

Proposals not meeting the following requirements may be deemed unresponsive and may not be afforded consideration:

- o A submitted proposal may be deemed unresponsive if the Proposer does not specifically offer all services as specified.
- o The proposal must acknowledge that all services, terms and conditions specified in this proposal are included in the quoted price.
- o The proposal must state that the proposal submitted will be part of any contract executed.

**4.4 Contract Period**

September 1, 2017 and ending June 30, 2018.

**4.5 Contract Award**

Award of the contract, if any, shall be made to the Proposer receiving the highest score. Price, although a consideration, may not be the sole determining factor.

**4.6 Price Evaluation Formula**

The proposal that offers the lowest price for this section shall receive the designated maximum available points for this particular section. The points allocated to higher priced proposals, for each particular section, shall be equal to the lowest proposal price multiplied by the maximum points available, divided by the higher proposal price.

Example:

Proposer A's Total Price: \$5,000 (lowest price) - Awarded 25 points (maximum points).

Proposer B's Total Price: \$6,000 (Higher Price) - Awarded 20.83 Points (see calculation).

Proposer C's Total Price: \$7,000 (Highest Price) - Awarded 17.86 Points (see calculation).

Calculation:

Since Proposer A offers the lowest price, Proposer A receives the 25 point maximum. For Proposers B and C, the awarded points would be calculated as:

Proposer B:  $25 \times \$5,000/\$6,000 = 20.833$  pts. (rounded off at 3rd decimal digit).

Proposer C:  $25 \times \$5,000/\$7,000 = 17.857$  pts. (rounded off at 3rd decimal digit).

## 5. REQUIRED SERVICE CAPABILITIES

### 5.1 Search Engine Marketing (SEM)

Google Partner and Certified Google AdWords Professionals.

48-hour implementation of change requests for key terms, groups, and budget.

Pay Per Click on Google/Bing/Yahoo Search Engines

Monitor and manage key terms provided by the College and in consultation with vendor to maximize budgets, identify new key terms, and provide feedback to the College as a professional consultant.

### 5.2 Reporting

Monthly and end of campaign reporting of digital marketing activities to include:

- Spend by channel and campaign if applicable.
- Clicks / Views overall, and by digital tactic
- Impressions overall, and by digital tactic
- Opens if applicable Links to dynamic reporting of digital marketing activities
- Top 25 keyword performance

### 5.3 Email Campaigns

Bulk email system that allows for HTML email design.

Access to email addresses for people in the Hawaii DMA®, with the ability to segment by demographics, geography, interests, and behavior.

Guaranteed 8% open rate on emails or 1% click through rate. If guarantee is not met, a subsequent email will be provided to the college as a follow up at no cost.



## **5.4 Vendor Representation**

Digital Sales Manager that is able to attend regular meetings at no charge to the College.

Digital Support Coordinator that is able to attend regular meetings at no charge to the College.

National support team overseeing all digital marketing services.

Maximum of one business day response to inquiries from the College.

The College will have access to the Digital Support Coordinator, and Digital Sales Manager by phone, email, and in-person meetings at no additional cost to the College.

Vendor representatives will have the skill sets required to provide consultation on digital marketing and how to apply it to the Hawaii market.

## **5.5 Vendor Website Advertising**

Provide access to a Hawaii DMA® news website that will provide:

- Display banner ads
- In banner video ads
- Homepage takeover
- Sliding billboard
- Native content advertising
- Advertorial sponsorships

## 5.6 Social Media Marketing

Expertise and experience in social media advertising across these channels:

- Facebook
- Instagram
- YouTube
- Twitter
- Pinterest
- SnapChat

Ability to manage and execute social media contests.

Provide consultative services for social media channels.

## 5.7 Audience Targeting

Access to digital inventory across multiple platforms that can be used through the following models and platforms:

- Demographics / Geo-targeting
- Behavioral
- Contextual
- Retargeting
- Look-alike or Site Visitor Modeling
- IP Targeting
- Display Ads
- In-stream Digital Video
- Desktop, Table, Mobile - Browser and In-App

## 5.8 Mobile Advertising

Access to the following mobile advertising solutions:

- Geo-fencing / Geo-targeting / Geo-retargeting
- CRM targeting
- Local news In-App sponsorships
- SMS Marketing including contests

## 5.9 Creative Support

Support UHCC with the following design services:

- Advertising design including jpg, gif, rich media, HTML5 display banner ads, animated ads
- Consultation on best practices for ad design and content

## 5.10 Hyperlinks

All hyperlinks in advertisements and emails must be able to utilize Uniform Resource Locators (URLs) that contain Urchin Tracking Module (UTM) codes provided by the College. These URLs with UTM codes attached shall not be modified by the vendor for their own tracking.

All hyperlinks will be directly targeted at UHCC owned online resources. Hyperlinks should not be redirected through any other websites or online resources established by the vendor.

# 6. PROPOSAL REQUIREMENTS

## 6.1 Company Description

Describe your company and how it would serve the University of Hawai'i Community Colleges' digital marketing efforts. In this description please provide the following:

- The length of time your company has been providing digital marketing services.
- Higher Education Institutions currently or recently using your services.
- Financials

## 6.2 Staff Resources

Proposal must include an explanation of company staff resources and how those staff resources will adequately meet the digital marketing service needs.

### 6.3 References

For references, include at least (3) present clients. Include contact name, title, address, telephone number, and email address for each reference. Indicate the areas in which the reference is related to higher education (if applicable) and length of service to date.

### 6.4 Minimum Requirements

Proposers must provide the following mandatory information:

#### 6.4.1 Vendor Experience

- Vendor experience digital marketing of post-secondary educational offerings.
- Vendor representative with a minimum of 5 years of experience in digital marketing in the Hawaii DMA®

#### 6.4.2 Product and Service Expectations

Annual proposal to include the following activities:

##### **SEM - 9 Months (September 1 - November 30, 2017; January 1 - June 30, 2018)**

Constant keywords - 8 groups that contain an average of 34 keywords

Variable keywords - 21 groups that contain an average of 18 keywords. Each group will run for an average of 8 weeks during flight periods.

The average for each month over the 9-month period should be a minimum of 150,000 impressions and a minimum of 1,350 clicks.

##### **YouTube - 9 Months (September 1 - November 30, 2017; January 1 - June 30, 2018)**

Placement of a pre-produced 0:15 spot.

The average for each month over a 9-month period should be a minimum of 30,000 impressions and a minimum of 4860 completed views.

##### **Mobile Geofencing - 7 campaigns**

- Each campaign will be targeted at specific areas such as high schools, college campuses, local events, etc.

- Campaigns will run between 1 to 21 days depending on goals.
- Example campaign to provide a cost for:
  - Eight-day campaign
  - Mobile display ads in relevant mobile channels for 15 to 18 year olds.
  - Target 16 local high schools on the island of Hawai'i.
  - Achieve over 130,000 impressions and a click through rate of 0.18%
- CRM targeting, using lists to geofence home address or list of emails.
- Event capturing IDs and delivering message later when attendees are active on their phones.

#### **Email Campaign - 4 campaigns annually**

- List size - 10,000 per campaign
- Demographics: Parents with high school aged children in the house (kids aged 16-18); college seekers (age 17-25); job seekers (18-35); income \$15K-\$25K
- Geographic zip codes:
  - Hawaii County: 96720, 96740, 96749, 96750, 96778
  - Kaua'i County: 96703, 96746, 96752, 96766, 96796
  - Maui County: 96763, 96732, 96753, 96761, 96768, 96793, 96729, 96796
  - O'ahu County: 96701, 96706, 96707, 96731, 96734, 96744, 96782, 96786, 96789, 96791, 96792, 96797, 96813, 96814, 96815, 96816, 96817, 96818, 96819, 96821, 96822, 96825,
- Minimum 8% open rate.

**6.5 Fees**

The proposal shall contain all costs for providing the scope of services contained in Section 6.4.2 for the 9-Month Digital Marketing for the College, as well as discounted fee schedule should individual campuses want to purchase services on their own budget.

\*Fee calculations based on activities listed above.

Products and Services	September 1 to November 30, 2017	January 1, 2018 to June 30, 2018
SEM		
YouTube		
Mobile Geofencing - 7 Campaigns Annually	(2x)	(5x)
Email Campaign - 4 Campaigns Annually	(1x)	(3x)
All other services		
Total Costs for Products and Services		

## 7. SIGNATURE BLOCK

Please return this page with your submittal.

The undersigned, an authorized agent of his/her company, hereby certifies:

familiarization with all terms, conditions, and specifications herein stated

Proposer is qualified to perform work and services as included

the pricing contained in this submittal is valid until \_\_\_\_\_ (date).

---

Company Name

---

Address - City, State, Zip Code

---

Federal Tax ID Number

---

Printed Name of Person Submitting Proposal

Title

---

Authorized Signature

---

Phone Number

Email Address

---

Date of Proposal Submission