ALAMO COLLEGES

CSP 16A-014

PRICE TABULATION

Purchase of Marketing and Advertising Services

Item	Alchemy at AMS	Anderson Marketing Group	Atkinson Advertising Associates, Inc.	Creative Civilization	Deutser, LLC	Emprendedora Marketing Solutions	Monster	O'Brian Advertising	Persona Communications	Richards / Carlberg
1) Marketing/ Advertising Campaign Services Fee Per Month	$22,917	$24,166	$24,000	$20,000	$24,000	$16,667	Net Media Plan Fee Schedule	$23,750	$15,400	$24,750
Estimated Annually	$275,000	$289,992	$288,000	$240,000	$288,000	$199,999		$285,000	$184,800	$297,000
2) Media Planning & Buying Services Fee Per Month	$0.00	$0.00	$0.00	$5,000	$7,000	$0.00	Net Media Plan Fee Schedule	$9,850	$9,333	$0.00
Estimated Annually	$0.00	$0.00	$0.00	$60,000	$84,000	$0.00		$118,200	$111,996	$0.00
3) Media Planning & Buying Services Fee Based on estimated $1.1 million media buy	4.5% Offline Media 15% Digital Media	5%	15%	5%	0%	10%	Net Media Plan Fee Schedule	5%	5%	5%
Estimated Annually	$165,000	$55,000	$165,000	$55,000	$0.00	$110,000		$55,000	$55,000	$55,000
Estimated Annually (Items 1,2,3)	$440,000	$344,992	$453,000	$355,000	$372,000	$309,999	Net Media Plan Fee Schedule	$458,200	$351,796	$352,000

	Alchemy at AMS	Anderson Marketing Group	Atkinson Advertising Associates, Inc.	Creative Civilization	Deutser, LLC	Emprendedora Marketing Solutions	Monster	O'Brian Advertising	Persona Communications	Richards / Carlberg
Price Ranking	7	2	8	5	6	1	Not Ranked	9	3	4
Technical Ranking	2	1	9	3	7	8	Not Ranked	6	5	4
Overall Ranking	4	1	9	2	8	6	Not Ranked	7	5	3

Note:
1) All items are awarded to one vendor.
2) The proposal submitted by Monster failed to meet CSP requirements and was not ranked.