Please complete this table to incorporate/replicate in your Commercial Proposal; this will form the Ratecard for potential/additional Services. Where not known or not applicable, please state N/A.

Any figures should be stated in full (i.e. £4,000 not £4K) and in pounds sterling/GBP excluding VAT.

**Ratecard for potential/additional Services**

|  |  |  |  |
| --- | --- | --- | --- |
| **Services** | **Unit of measurement**  **(please amend as appropriate)** | **Prices/Charges**  **(excluding VAT)** | **Notes**  **(please add comments e.g. what is included /excluded)** |
| Email template design.  (may include free text responses built into). | Each. | £ |  |
| Template (for other communication channel e.g. WhatsApp etc). | Each. | £ |  |
| Additional email campaign/dispatch  (for safety round up bulletin), and associated mailshot report(s) and management.  (based on 100,001 recipients and including test mailer).  Please also confirm at what point this price would increase or decrease and impact if more recipients. | Per complete mailshot (a banding approach may also be used e.g. 1 – X etc). | £ |  |
| Additional email campaign/dispatch (other/specialist campaigns), and associated mailshot report(s) and management.  (based on 100,001 recipients and including test mailer).  Please also confirm at what point this price would increase or decrease and impact if more recipients. | Per complete mailshot (a banding approach may also be used e.g. 1 – X etc). | £ |  |
| Campaign/dispatch using another communication channel like WhatsApp etc, and associated mailshot report(s) and management.  (based on 100,001 recipients).  Please also confirm at what point this price would increase or decrease and impact if more recipients. | Per complete mailshot (a banding approach may also be used e.g. 1 – X etc). | £ |  |
| Subdivision of database/contacts lists into targeted subset/lists e.g. by geographic area, clinical speciality, and/or sector of care, to be used for targeted communication campaigns. | Per hour/other | £ |  |
| System to send out automated follow-up emails targeted to certain contacts (who have not read or actioned a communication).  (One or more follow-ups).  Confirm also any one-off set up charges. | Per mailshot | £  £ |  |
| Targeted email campaign/dispatch, and associated mailshot report(s) and management.  (based on approx. 10,000 to 20,000 targeted recipients and including test mailer).  Please also confirm at what point this price would increase or decrease and impact if more recipients. | Per complete mailshot (a banding approach may also be used e.g. 1 – X etc). | £ |  |
| System to allow/encourage greater two-way communications with audiences. | Per hour/other | £ |  |
| Support for greater collation of more granular feedback from recipients and quantitative metrics. | Per hour/other | £ |  |
| Introduction of any innovations or improvements/  efficiencies. | To be agreed | To be agreed |  |
| Itemise any other possible costs/Charges | Other | £  £ |  |