AW5.2 Price Schedule

SOURCING REFERENCE:	PS18071
SOURCING DOCUMENT TITLE:	Innovate UK PS18071 – Creative Media Campaigns
BIDDER NAME	[Bidder to add name]

Please complete the shaded yellow sections only

Bidder Guidance

All prices are firm and fixed and are exclusive of VAT.

Bidders must provide their full fixed cost for delivering the requirement as per the scenario described within the specification. The scenario is for the creation and delivery of ONE Digital Media Campaign.

The Figure in Cell G54 shall be used for evaluation purposes.

All work delivered under this contract will be priced in accordance with the rate card submitted below.

Scenario Costing for Creating Digital Media Campaigns

Staff Costs:

Objective (As defined under Scope of Work within Specification)	Job Title	Number of Days	Fixed Day Rate (ex VAT)	Fixed Discounted Day Rate (ex VAT)	Fixed Staff Cost (ex VAT)	Notes and Comments
Creation of Digital campaign media plan			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
Creation of Digital Creative campaign assets			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
Liaison with the media buying agency in development of creative formats and placements			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
Post Campaign evaluation			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	
			£ -	£ -	£ -	

Any applicable Non Staff Costs:

Objective	Description	Fixed Non Staff Cost (ex VAT)	Notes and Comments
Non Staff Costs (Please detail in notes and comments section if applicable)		£ -	
		£ -	
		£ -	
		£ -	
		£ -	
		£ -	
		£ -	

TOTAL FIXED COST FOR DELIVERY OF ABOVE SCENARIO **This will be the figure used for evaluation**	**£ -**