

EXHIBIT D

LATINWORKS REVISED COST PROPOSAL

NOTE TO ALL PROPOSERS: THE COST PROPOSAL MUST BE SUBMITTED IN A SEPARATE AND LABELED SEALED ENVELOPE AND ATTACHED TO THE ORIGINAL PROPOSAL. PROPOSERS SHOULD ONLY SUBMIT ONE ORIGINAL OF THE COST PROPOSAL (NO COPIES ARE REQUIRED).

Each Proposer must complete the cost proposal stating the hourly rates for the services stated in the RFP. Each hourly rate field must be completed with a value. Each field value amount must be greater than zero. “Not applicable” and “n/a” are not acceptable responses.

Please refer to the attached FY11 media flowchart (Attachment I) for an estimate of the production and media hours that will be required to service this account. The Texas Lottery’s actual needs may vary from the sample media flowchart.

Hourly rates must include all direct and indirect costs, including all expenses associated with providing the services of this RFP, e.g., salaries, overhead, general and administrative expenses, and profit. Please refer to Section 2.10. Media placement will be reimbursed at net cost with no mark up. Public service announcements are not subject to media charges. Travel rates will be reimbursed pursuant to State per diem, film and placement verification storage, promotional events/sponsorship fees, and award entry fees shall be reimbursed from itemized invoices at actual cost and are not subject to hourly rates. All other expenditures will be reimbursed in accordance with approved written estimates and are not subject to mark up.

Services listed on this chart may be subcontracted (i.e. media planning/buying, digital, translation, etc.) If the proposer plans to subcontract for these services, hourly rates shall be listed in the chart that follows. Refer to Sections 6.2 Agency Staff Position Structure and 6.3 Agency Staff Positions Definitions.

	TITLE	HOURLY RATE
Account Management	Group Account Director	\$170.00
	Account Director	\$128.00
	Account Supervisor	\$102.00
	Account Executive	\$75.00
	Junior Account Executive	\$50.00
	Account Coordinator	\$40.00
	Account Planner	\$105.00
	Assistant Account Planner	\$55.00
Media	Media Director	\$120.00
	Associate Media Director	\$94.00
	Media Planner	\$80.00
	Junior Media Planner	\$55.00
	Media Buyer	\$75.00
	Junior Media Buyer	\$55.00
Creative	Creative Director	\$170.00
	Associate Creative Director	\$150.00
	Art Director	\$92.00
	Copywriter	\$92.00
	Copy Editor	\$40.00
Digital	Digital Creative Director	\$118.00
	Digital Producer	\$87.00
	Digital Specialist	\$84.00
	Programming Specialist	\$71.00
Production	Production Manager	\$105.00
	Production Coordinator	\$73.00
	Broadcast Producer	\$116.00
	Print Producer	\$67.00
	Print Production Specialist	\$60.00
	Art Buyer	\$40.00
	Traffic Specialist	\$38.00
	Project Manager	\$40.00
	Translator	\$115.00
Promotions	Promotional Event Planner	\$59.00
	Promotions Specialist	\$98.00
Finance	Finance Manager	\$48.00
	Staff Accountant	\$48.00
	Billing Coordinator	\$34.00