Cost Proposal

Mark-Up Rates
The mark-up percentage will be applied directly to net cost, rather than a commission applied to gross cost. The total mark-up for media shall not exceed the Contractor's mark-up provided in the contract. The California Department of Public Health will not pay mark-up on media which already includes commission or mark-up from another entity.

The mark-up rates identified below will be paid for the entire term of the contract, including optional extensions, based on an estimated $20 million per fiscal year:

General Market Advertising Production	_____% mark-up (net)
Ethnic Market Advertising Production (in-house, if any)	_____% mark-up (net)*
Ethnic Market Advertising Production (subcontractor, if any)	_____% mark-up (net)*
General Market Media Placement	_____% mark-up (net)
Ethnic Market Media Placement (in-house, if any)	_____% mark-up (net)*
Ethnic Market Advertising Placement (subcontractor, if any)	_____% mark-up (net)*

* Provide additional detail on separate page if there will be different mark-up rates for each ethnic market.

Certificate of Independent Price Determination
The proposer certifies that the prices in this bid have been arrived at independently:

1) Without any consultation or agreement with any other proposer or competitor for the purpose of restricting competition.

2) Without disclosure to any other proposer or competitor before the bid/cost proposal opening date or date of contract award posting, unless otherwise required by law.

3) No attempt has been made or will be made by the proposer to induce any other agency to submit or not to submit a bid or proposal for the purpose of restricting competition.

Name of Bidding Firm (Printed) _____

By (Authorized Signature) _____

Printed Name and Title of Signer _____