

ESTIMATED PRICE FORM

AAP RFP NUMBER: 1036245-RFP-01

PROJECT TITLE: Public Health Communication Campaign on Emerging Threats

APPLICANT (company name or individual name):

RFP DELIVERABLE	Deliverable brief description	QUANTITY	UNIT OF MEASURE	UNIT PRICE	TOTAL PRICE
1	Attend and contribute to kick-off meeting with teams		hours		\$0.00
2	Individual meetings with all 12 teams (assuming 4 meetings per team, on average, to gather information, provide feedback, guide messaging campaigns)		hours		-
3	Draft 1 of messages for all 12 teams (hours required to develop)		hours		
4	Draft 2 of messages for all 12 teams (hours required to obtain feedback and revise messages, as necessary)		hours		
5	Draft 3 of messages for all 12 teams (hours required to obtain feedback and revise messages, as necessary)		hours		
6	Delivery of final products to teams and AAP				
TOTAL BASE PRICE (Contract Line Item Number 1 through 6) -----					\$0.00
7	OPTION A				-
8	OPTION B				-
9	OPTION C				-
10	OPTION D				-
11	OPTION E				-
12	OPTION F				-
13	OPTION G				-
14	OPTION H				-
TOTAL PRICE FOR ALL OPTIONS (Contract Line Item Numbers 7 through 14) -----					\$0.00
TOTAL PROPOSED PRICE - BASE PLUS ALL OPTIONS (Contract Line Item Numbers 1 through 14) -----					\$0.00