

ESTIMATED PRICE FORM

AAP RFP NUMBER: 1036396-RFP-01

PROJECT TITLE: Communications Strategy & Asset Development for National Center on Relational Health and Trauma-Informed Care

APPLICANT:

RFP DELIVERABLE	Deliverable brief description	QUANTITY	UNIT OF MEASURE	UNIT PRICE	TOTAL PRICE
1	Lead environmental scan focusing on reviewing existing content on AAP.org (and other related sites) to inform organization of resources and intuitive architecture of the content.	1	EA		\$0.00
2	Develop messaging and communications strategy that would support the future launch of the Center. Audiences should include pediatric health care providers, families and caregivers, and the public.	1	EA		\$0.00
3	Further develop key messages related to trauma-informed care and relational health, and recommend specific tactics to share those messages.	1	EA		\$0.00
4	Creation of digital assets such as graphics, short videos or other assets for social media and other communication outlets	4-6	EA		\$0.00
TOTAL BASE PRICE (Contract Line Item Number 1 through 4) -----					\$0.00
6	OPTION A, Additional Digital Assets, per item	1	EA		\$0.00
7	OPTION B, Additional Digital Assets, per item	1	EA		\$0.00
TOTAL PRICE FOR ALL OPTIONS (Contract Line Item Numbers 6 through 7) -----					\$0.00
TOTAL PROPOSED PRICE - BASE PLUS ALL OPTIONS (Contract Line Item Numbers 1 through 7) -----					\$0.00