

## ESTIMATED PRICE FORM

**AAP RFP NUMBER:** 1036266-RFP-01 - Social Media Influencer Consultant

**PROJECT TITLE:** Supporting Pediatricians to Increase HPV and Pediatric Influenza Vaccination Rates

**APPLICANT:**

RFP DELIVERABLE	Deliverable brief description	QUANTITY	UNIT OF MEASURE	UNIT PRICE	TOTAL PRICE
1	Identify social media influencers				
2	Prepare training materials for influencers				-
3	Development and implementation of social media campaign (1 blog post and 4-5 social media posts per influencer)				-
4	Data collection and metric tracking for each influencer				-
5	Payment for each influencer for their participation				
6	Communication with AAP staff via email and meetings				-
7	Final evaluation report on the campaign				
8	Other (please describe)				
TOTAL PROPOSED PRICE - BASE PLUS ALL OPTIONS (Contract Line Item Numbers 1 through 8) -----					