

ESTIMATED PRICE FORM

AAP RFP NUMBER: 1117011-RFP-01

PROJECT TITLE: Branding and Communications Consultant for AAP Center of Excellence on Social Media and Youth Mental Health

APPLICANT:

RFP DELIVERABLE	Deliverable brief description	QUANTITY	UNIT OF MEASURE	UNIT PRICE	TOTAL PRICE
1	Branding and Communications Strategy for Launch of Center and Year 1	1	EA		\$0.00
2	Creation of Center Logo and Template Materials	1	EA		\$0.00
3	Key Messages for Media, Newsletters, Social and other Communications	1	EA		\$0.00
4	Creation of Digital Assets such as graphics, short videos or other assests for social media and Center launch	6	EA		\$0.00
5	Creation of Press release, op-ed, and/or 1-3 targeted media placements	6	EA		\$0.00
TOTAL BASE PRICE (Contract Line Item Number 1 through 5) -----					\$0.00
6	OPTION A, Additional Digital Assets, per item	1	EA		\$0.00
7	OPTION B, Additional Messaging and Media Placement, 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