

	A	B	C	D	E	F	G
1	RFP #17-080916 Digital Marketing initial review	Karcher	New City	RDW Group	Sextant	Webpage FX	The Creative Momentum
2	Signed cover sheet	x	x	x	x	x	x
3	Design Services				No costs given		\$150 an hour
4	SEO Services			\$10,350 1 time		\$31,500 annual	\$5,000 a month
5	Pay per click services						\$5,000 a month
6	Level 1 online marketing	\$6,500 month					
7	Level 2 online marketing	\$9,500 month					
8	Integrated Campaign Mgmt		\$4,200 month				
9	Search Advertising Strategy		\$3,200 1 time charge				
10	PPC Mgmt and monthly reporting		\$1,400 month	\$2,250 min per campaign			
11	Analytics and search optimization and reporting		\$4,200 per quarter	\$2,000 per month			
12	Conversion optimization		\$3,750 per month			\$41,850 annual	
13	Campaign design		\$12,400 1 time	\$16,875 1 time			
14	Landing page review and audit		\$5,400 per quarter				
15	Display advertising review and audit		\$6,300 1 time fee	\$2,250 per campaign		\$5,500 annual	
16	Re-targeting implementation		\$4,200 per month	\$2,250 per campaign			
17	Performance Modeling			\$4,500 1 time			
18	Digital media auditing			\$4,500 1 time			
19	Social Media Adv startup and Implementation			\$2,000 min per campaign		\$8,250 annual	
20	SEM spend Google					\$22,000 annual	
21	SEM spend Bing					\$5,500 annual	
22	Facebook remarketing					\$2,750 annual	
23	Advertising Management					\$6,370 annual	
24	Social Media Advertising					\$3,675 annual	
25	Banner Ad Design - 5 Ad sets					\$3,400 annual	
26							
27	After reviewing all the submitted RFP's, NewCity's submission was the most comprehensive for the services requested. Their pricing structure and timeline for setup and execution matched YSU's for running this digital marketing campaign. With prior experience working with NewCity on this type of project, we've determined that they would be the best vendor to work with.						