

**KENTUCKY STATE UNIVERSITY  
RFP 24-08 DIGITAL MARKETING CAMPAIGN  
ATTACHMENT C – COST FORM**

Vendor Name: \_\_\_\_\_

The offeror shall propose amounts required to finance the digital marketing efforts, as specified in Scope of Work Section 40.2, necessary to meet the stated enrollment goals incorporating the following services:

Cost per Deliverable	Delivery Date	Cost
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<ul style="list-style-type: none"> <li>• Market Strategy</li> </ul>		
<ul style="list-style-type: none"> <li>• Microsite/ Landing Pages</li> </ul>		
<ul style="list-style-type: none"> <li>• Marketing and Lead Generation Campaigns</li> </ul>		
<ul style="list-style-type: none"> <li>• Lead/Application Nurture Process</li> </ul>		

Provide attachments to support detail of fees.

The offeror shall propose a fee for service model. Revenue sharing models will not be considered.

**Total Cost including Services & Expenses \$** \_\_\_\_\_