

# Arkansas Department of Parks, Heritage and Tourism/Division of Arkansas Heritage (DAH)

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**TECHNICAL PROPOSAL: SP-21-0055**  
MARKETING COMMUNICATIONS PLAN  
**REDACTED**

MARCH 11, 2021

**REDACTED**

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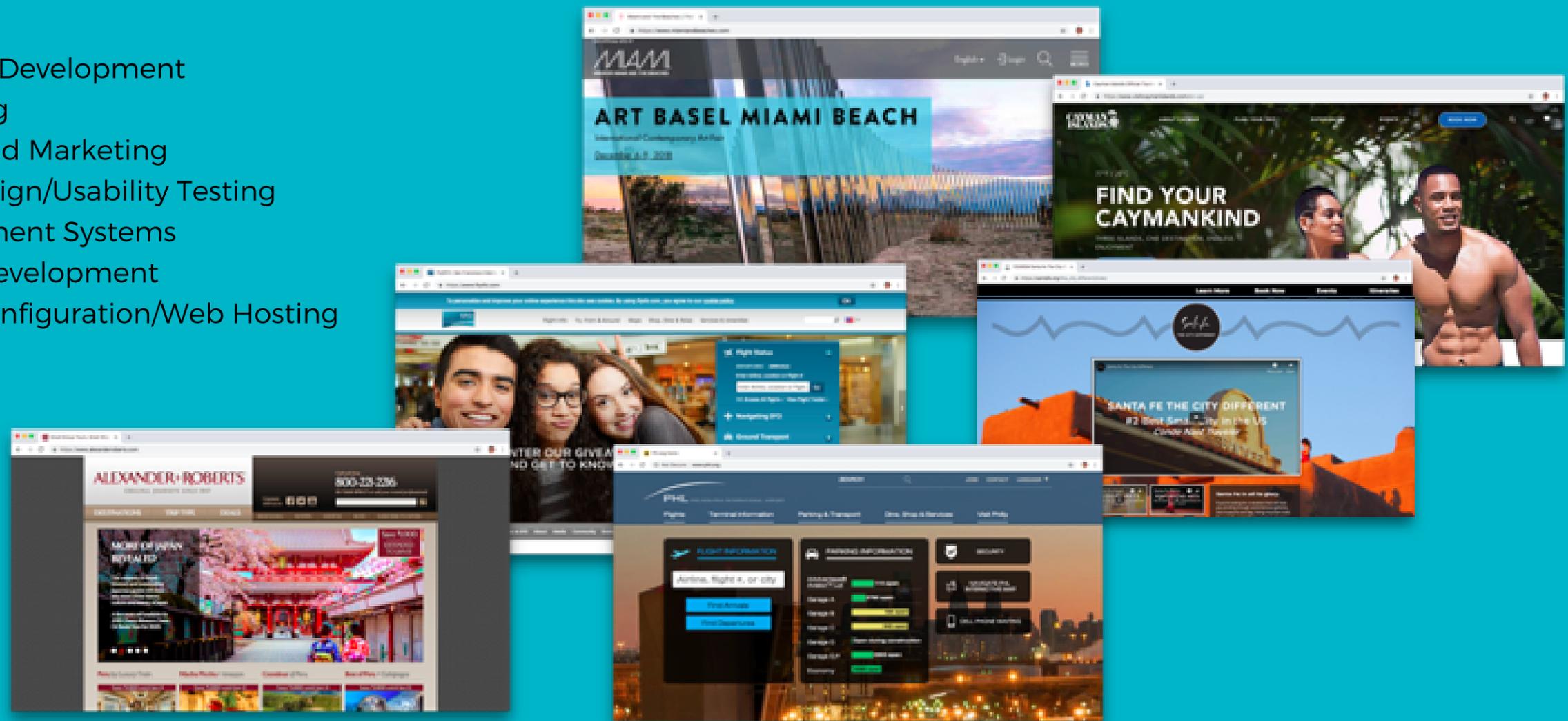
**REDACTED**

# WEB + ONLINE MARKETING SOLUTIONS

Technology and innovation leveraged with creativity is integrated into the entire ecosystem of our partner. To ensure seamless integration between creative, media and strategy teams, we have all the in-house technical expertise to accomplish advanced digital experiences. Our team understands how the technical and digital marketing needs of today's consumers must be addressed. We understand how to build technologically advanced digital solutions that offer best-in-class usability, design and security, and we have partnered with a variety of tourism clients on a number of solutions.

Digital capabilities include:

- Digital Strategy
- Website Design & Development
- Content Marketing
- Inbound/Outbound Marketing
- User Interface Design/Usability Testing
- Content Management Systems
- Complex Portal Development
- Amazon Cloud Configuration/Web Hosting



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**THANK YOU!**

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**OFFICIAL PRICE SHEET**

SP-20-0055 Advertising, Marketing, and Public Relations

Prospective Contractor Name **Ghidotti Communications**

**TABLE 1: MARKET BASKET PRICING (to be included in low-cost determination)**

Includes the key services that will cover the bulk of the annual contract services. Pricing for remaining services will be negotiated prior to contract award. Estimated hours are provided for price comparison purposes only and do not represent actual hours.

Item	Description	Cost Per Hour	Estimated Hours Per Year	Extended Estimated Cost Per Year
1	Account Management	\$150.00	600	\$90,000.00
2	Art Design and Development	\$150.00	125	\$18,750.00
3	Copywriting	\$150.00	100	\$15,000.00
4	Copy Planning and Development	\$150.00	100	\$15,000.00
5	Earned Media Planning and Management	\$150.00	100	\$15,000.00
6	Social Media Planning and Management	\$150.00	100	\$15,000.00
7	Research Planning and Development	\$150.00	50	\$7,500.00
8	Strategic Planning and Development	\$150.00	50	\$7,500.00
9	Public Relations	\$150.00	100	\$15,000.00
Item	Description			Cost
10	One-Time Implementation Fee to Implement Hosting Services for All DAH Websites			\$15,750.00
11	Annual Cost to Provide Ongoing Hosting Services for All DAH Websites (including maintenance and support for all websites as required in the RFP, excluding e-commerce processing)			\$135,000.00
<b>Grand Total Estimated Cost Per Year</b>				<b>\$349,500.00</b>

**TABLE 2: PERCENTAGE-BASED COST (to be included in low-cost determination)**

Item	Description	Commission Percentage
12	Media Placement (TV, radio, print, billboard, digital, social media)	12%

**TABLE 3: PERCENTAGE-BASED COST (to be included in low-cost determination)**

Item	Description	Commission Percentage
13	Production Commission (agency upcharge for production invoices)	12%

**TABLE 4: OPTIONAL SERVICES (not to be included in low-cost determination)**

Item	Description	Rate per Unit	Unit
14	E-commerce Processing		