

Letterpress

Communications

Letterpress Communications Negotiation Letter Responses

George Mason University
Creative & Marketing Services RFP
GMU-1692-21

Primary Contact

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1. Mason is an educational institution and entity of the Commonwealth of Virginia. As such, we are obligated to ensure that all pricing and contractual elements meet our institution's needs. Can you provide reduced hourly rates for services?

Letterpress Communications values working with educational institutions. As such, a discount was applied for Zone 1 pricing in the initial proposal for George Mason University. We also provided a courtesy discount of 25% on our ad placement fee, charging 15% instead of our standard 20%.

Letterpress also offers a retainer/reduced rate for ongoing annual commitments and for larger projects. We are reducing the minimum for this discount in our original contract to any project 100 hours or more. Addendum A includes the pricing/hourly rate.

They are also listed below.

Zone 1 Pricing

	Hourly Rate w/ Retainer	Full Hourly Rate
Strategic Planning & Branding, Media Planning, Negotiation, Buying	135	150
Implementation: Graphic Design, Copywriting, Social Media and Website Content Management & Coordination (Social media, email newsletters, etc.)	120	135
Video and Photography Production	125 hour for shoot 115 hour for editing	140 hour for shoot 130 hour for editing

2. Mason's travel policy is to reimburse all travel expenses in accordance with the Commonwealth of Virginia's per diem rates and Mason's travel policies. <http://fiscal.gmu.edu/travel/>. If travel is required, do you agree to follow Mason's travel policy?

Yes, Letterpress Communications agrees to follow George Mason's travel policy. Letterpress understands that the Commonwealth of Virginia utilities per diem rates and incidental expenses that are governed by the General Services Administration and that any other travel costs will be billed at cost in accordance with the policy. Estimates for all travel costs will be provided for review by Client for approval. Client partnership is critical to successful marketing. For this reason, **one monthly onsite meeting** is included for retainer contracts greater than \$50,000 a year.

3. Do you have any minimum hourly requirements for jobs? For example, a 4-hour minimum per project.

Letterpress has found that projects run smoothly when a member of the team can conduct an intake to understand the client's initial goals and wishes for the project. In our experience, projects are most successful when a minimum of 10 hours are utilized. Once Letterpress has on-boarded a particular department or office of the university, we are happy to do ongoing projects as small as 5 hours.

4. If awarded a contract, do you acknowledge, agree and understand George Mason University cannot guarantee a minimum amount of business?

Yes, Letterpress Communications acknowledges, agrees, and understands that George Mason University cannot guarantee a minimum amount of business.

5. Do you agree to sign Mason's Standard Contract (RFP Attachment B – Sample Contract) if awarded a contract?

Yes, Letterpress Communications has reviewed RFP Attachment B and agrees to sign the contract.