

**From:** [Theresa Abadie](#)  
**To:** [Brittany Comins Moline](#)  
**Subject:** Best and Final Offer  
**Date:** Friday, November 21, 2025 10:00:00 AM

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Good Morning,

The Office of the State Treasurer is requesting your Best and Final Offer (BAFO) for our RFP 3120003221 Communications and Marketing Consultants, which will require that a new cost proposal be submitted and titled "Cost Proposal – Best and Final Offer".

Please submit your response electronically to [Theresa.Abadie@treasury.ms.gov](mailto:Theresa.Abadie@treasury.ms.gov) by 1:00pm (CST) today.

If we do not receive a Best and Final Offer by the stated deadline, your initial offer will be considered your best and final offer.

**Theresa Abadie**

*Comptroller*

*Office of State Treasurer David McRae*

[Theresa.Abadie@treasury.ms.gov](mailto:Theresa.Abadie@treasury.ms.gov)

601-359-2523

[www.treasury.ms.gov](http://www.treasury.ms.gov)

**From:** [Brittany Comins Moline](#)  
**To:** [Theresa Abadie](#)  
**Subject:** Last and Best Proposal  
**Date:** Friday, November 21, 2025 12:45:15 PM  
**Attachments:** [Amplify-LastAndBest.pdf](#)  
[Amplify BAFO.pdf](#)  
[Amplify BAFO.pdf](#)

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Here is the Last and Best Proposal on behalf of Amplify. Thank you very much for the opportunity!

**Brittany Comins Moline**

(703) 789-6598



[Our Services](#)

[Mail Samples](#)

[Video Streaming / CTV Samples](#)



To Whom It May Concern:

Thank you again for the opportunity to submit a proposal to continue serving the Mississippi Treasury. It has been our privilege to help grow awareness of Mississippi College and Career Savings, strengthen public trust in the return of Unclaimed Money, and share the story of Mississippi's financial stability across the state.

This contract has become a true passion for our team, and we are committed to offering the most competitive and responsible proposal possible to support this partnership and its important mission. In that spirit, we are pleased to **adjust our hourly management rate to \$140** and **reduce the media-buy commission to 15 percent**. We also propose shifting graphic-design costs to an as-needed basis rather than bundling them into the overall buy.

We appreciate your consideration and look forward to the opportunity to continue this meaningful work together.

Sincerely,

Brittany Comins  
*President*  
*Amplify, Inc.*

## APPENDIX A

### CONSULTING FEES

Service	Fee
Communications and Marketing Consulting ( <i>capped at 60 hours / month</i> )	\$140 / hour
Strategic Planning	Included
Message Development and Training	Included
Media Monitoring and Rapid Response	Included
Copy Writing / Editing	Included
Earned Media Outreach	Included
Local Radio and Television Booking	Included
E-Newsletter Development	Included
Social Media Management	Included
Media Training	Included
Basic Website Copy Updates	Included
Event Planning and Logistics	Included + Travel Expenses
In-Person Staffing	Included + Travel Expenses

### FEE-FOR-SERVICE RATES

Service	Fee
TV Ad Shoot	\$15,000 + Travel Expenses
TV Ad Production (0:30 ad)	\$3,000
Radio Ad Production (0:30 spot)	\$1,500
Graphic Design	\$150 / hour
Data Pull	\$0.02 / record
Cell Phone Match	\$0.07 / record
Email Match	\$0.12 / record
National Media Booking	\$5,000 / month

### ADVERTISEMENT PLACEMENT FEES

Service	Fee (as percentage of ad buy)
Linear TV	15 percent
Radio Advertising	15 percent
Digital Display / Social Advertising	15 percent
<i>Includes 12 creatives per year at no cost. All additional are billed at the hourly graphic design rate.</i>	
Google Search Advertising	15 percent
Connected TV, OTT, or Digital Out of Home Ad Placement	15 percent

## TELEPHONE TOWN HALL PRICING

Pricing includes 2 screeners, moderator, video streaming capabilities, up to 60 minutes of calling, and the designated amount of inbound minutes (indicated in Column 2).

Service	Inbound Minutes Included	Fee
Up to 10k	1,500	\$3,000
Up to 20k	3,000	\$3,500
Up to 30k	4,500	\$4,000
Up to 40k	6,000	\$4,600
Up to 50k	7,500	\$5,100
Up to 60k	9,000	\$5,700
Up to 70k	10,500	\$6,500
Up to 80k	12,000	\$7,200
Up to 90k	13,000	\$8,000
Up to 100k	15,000	\$8,800
Up to 110k	16,500	\$9,600
Up to 120k	18,000	\$10,400
Up to 130k	19,500	\$11,250
Up to 140k	21,000	\$12,100
Up to 150k	23,000	\$12,950
Up to 200k	25,000	\$17,200
Up to 250k	31,250	\$21,000
Up to 300k	37,500	\$25,000

Excess Inbound Minutes	\$0.10 / minute
Extra Screener	\$200 / screener
Inbound Only Call	\$1,000

## PHONE SURVEY PRICING

All pricing includes up to eight questions.

Service	Fee
Up to 25k	\$1,000
Up to 50k	\$1,500
Up to 75k	\$2,200
Up to 100k	\$3,000
Up to 150k	\$4,400
Up to 200k	\$5,750
Up to 250k	\$7,100
Up to 300k	\$8,400

**TEXT MESSAGE PRICING**

Style	Quantity	Fee
SMS <i>Includes 2 segments</i>	Up to 10,000	\$0.10
	Up to 25,000	\$0.09
	Up to 50,000	\$0.08
	Up to 100,000	\$0.07
	Over 100,000	\$0.06
MMS <i>Includes photo or video and up to 2,000 characters of text</i>	Up to 10,000	\$0.17
	Up to 25,000	\$0.15
	Up to 50,000	\$0.13
	Up to 100,000	\$0.11
	Over 100,000	\$0.09

Excess Segments \$0.01 / segment

**PRINT PRICING**

All pricing, unless otherwise noted, includes design fees. Any shipping or drop shipping will be billed at cost. All printing will be done in Mississippi, unless unavailable or requested otherwise.

Size	Quantity	Fee
6x11 Mailer	10,000	\$0.55
	25,000	\$0.36
	50,000	\$0.29
	75,000	\$0.23
	100,000	\$0.22
	125,000	\$0.20
	150,000	\$0.20
12x11 Mailer, folded to 6x11	10,000	\$0.93
	25,000	\$0.53
	50,000	\$0.46
	75,000	\$0.39
	100,000	\$0.35
	125,000	\$0.32
	150,000	\$0.31
8.5x11 Letter in Envelope, 4 color	10,000	\$0.79
	25,000	\$0.59

8.5x11 Letter in Envelope, 4 color	50,000	\$0.54
	75,000	\$0.46
	100,000	\$0.42
8.5x11 Trifold Brochure	1,000	\$2.19
	2,500	\$1.19
	5,000	\$0.72
	10,000	\$0.44
4x9 Palm Card	1,000	\$1.47
	2,500	\$0.80
	5,000	\$0.58
	10,000	\$0.42
Pocket Folders, 130# Gloss <i>Design not included; billed by the hour.</i>	500	\$4.78
	1,000	\$3.20
	5,000	\$1.89
Catalogue Envelopes	500	\$0.82
	1,000	\$0.52
	5,000	\$0.37
8.5x11 insert, 130# paper	500	\$2.82
	1,000	\$1.59
	5,000	\$0.64
Business Cards	1 box (500)	\$125

#### **ANNUAL ADJUSTMENT FOR INFLATION**

All pricing presented herein is based on 2025 market rates. Amplify, Inc. reserves the right to apply an annual cost-of-living adjustment to all fees beginning in the second year of the contract term. This adjustment shall not exceed the percentage change in the Consumer Price Index for All Urban Consumers (CPI-U), U.S. City Average, as published by the U.S. Bureau of Labor Statistics for the preceding 12-month period. Any adjustment shall be submitted in writing to the OST 30 days prior to implementation.