**Pricing Template – AAUK Propensity Model Tender**

Overview:

* For us to better understand your pricing, we have pulled together a template that we would like you to price up based on the below information.
* We have listed a variety of potential associated costs but where you have a cost that is not listed, please use the blank fields at the bottom of the table to add these in. Please specify as clearly as possible what these costs are.

Please note:

* If a cost line does not apply to you, please leave this blank.
* If a cost you have already filled out is included in another cost line, please indicate/explain this in the notes field.
* If a cost is not listed, please just add to the bottom in a blank field and explain what this cost is clearly in the notes field.
* Please feel free to return your pricing in an alternative format if more suitable.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **COSTS** | **Cost** | **Cost + VAT** | **Average total Campaign Cost for 1 year** | **Notes** |
| Total cost for build of model |  |  |  |  |
| Any package/ offer fees |  |  |  |  |
| Account management fees |  |  |  |  |
| Data Management/ storage fees |  |  |  |  |
| Ongoing management fees (outside of original build) |  |  |  |  |
| Add ons |  |  |  |  |
| Any extra fees not specified |  |  |  |  |
|  |  |  |  |  |