

Annex VII — Financial proposal form

Title:

Publication Reference: OJ/12/06/2015 – PROC/2015/019

Company:

Date:

Signature: _____

The estimated budget for the case study is _____ euro. For the purposes of evaluation only.

Prices should be quoted free of all duties, taxes and other charges including VAT, as the ECDC is exempt from such charges under Article 3 and 4 of the Protocol on the Privileges and Immunities of the European Union. (See section 2.3.5).

The total price must be fixed and **include all costs** (project management, quality control, training of the contractor's staff, support resources, etc.) and **all expenditure** (management of the firm, secretarial services, social security, salaries, etc.) incurred directly and indirectly by the contractor in performance of the tasks. In particular, unit prices for services provided on the contractor's premises and in **the Contracting Authorities' premises in Stockholm must also include travel and accommodation costs.**

Tenderers are asked to estimate prices for the case study (4.1) in accordance with the standard fixed prices listed below.

Case study:

Estimating a budget and a detailed broadcasting plan for a 15 seconds EAAD TV spot broadcasted from the 15th to the 21st of November 2015 (7 days) in order to reach 100,000 contacts under the category "industry sector – healthcare and medicine", using the EMS Ipsos Affluent Survey 2015 in order to estimate the number of contacts, under the category "industry sector – healthcare and medicine", reached by the proposed broadcasting plan.

STANDARD PRICE LIST.

The prices in the standard price list should be consistent with the price estimated in the case study in order to reach 100,000 contacts under the category “industry sector – healthcare and medicine”.

Number of contacts reached Number of contacts reached within the category “industry sector – healthcare and medicine” in EU/EEA/EFTA countries airing the 15 seconds EAAD TV spot on the tenderer’s TV channel from the 15 th to the 21 st of November 2015. The tenderer is required to use the EMS Ipsos Affluent Survey 2015 in order to estimate the number of contacts reached by its proposed broadcasting plan.	Unit price in EUR
10,000	
20,000	
30,000	
40,000	
50,000	
60,000	
70,000	
80,000	
90,000	
100,000	
110,000	
120,000	
130,000	
140,000	
150,000	
160,000	
170,000	
180,000	
190,000	
200,000	