

**Final Summary and Ranking
Post Interviews**

RFP Advertisement and Marketing Services Score Summary Post Interviews	Maximum Points	BQR Advertising & Public Relations, Inc. 2500 Tanglewilde Ste. 105 Houston, TX 77063	Rocket Red, Ltd. 1700 Pacific Ave., Suite 250 Dallas, TX 75201
A - Experience, Background, Qualifications	40	28.33	37.00
B - Proposed Plan	25	13.33	23.33
A - B SUB-TOTAL	65	41.67	60.33
C - Price Schedule	15	12.14	11.05
D - ACDBE Program	20	20.00	20.00
C - D SUB-TOTAL	35	32.14	31.05
TOTAL SCORE	100	73.81	91.38
RANK BASED ON TOTAL SCORE		2.00	1.00