



Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

State of West Virginia Master Agreement

Order Date: 06-10-2024

CORRECT ORDER NUMBER MUST
 APPEAR ON ALL PACKAGES, INVOICES,
 AND SHIPPING PAPERS. QUESTIONS
 CONCERNING THIS ORDER SHOULD BE
 DIRECTED TO THE DEPARTMENT
 CONTACT.

Order Number:	CMA 0327 0327 COM2300000001 2	Procurement Folder:	1146311
Document Name:	ADVERTISING SERVICES	Reason for Modification:	CHANGE ORDER #1 TO RENEW CONTRACT
Document Description:	ADVERTISING SERVICES		
Procurement Type:	Central Master Agreement		
Buyer Name:			
Telephone:			
Email:			
Shipping Method:	Best Way	Effective Start Date:	2023-06-06
Free on Board:	FOB Dest, Freight Prepaid	Effective End Date:	2025-06-05

VENDOR				DEPARTMENT CONTACT	
Vendor Customer Code:	VS0000002227			Requestor Name:	Crystal D Smith
DIGITAL RELATIVITY LLC				Requestor Phone:	304-352-3949
108 1/2 CAPITOL ST				Requestor Email:	crystal.d.smith@wv.gov
CHARLESTON	WV	25301		<div style="font-size: 2em; font-weight: bold;">24</div> FILE LOCATION _____	
US					
Vendor Contact Phone:	304-663-6890	Extension:			
Discount Details:					
	Discount Allowed	Discount Percentage	Discount Days		
#1	No	0.0000	0		
#2	No				
#3	No				
#4	No				

INVOICE TO	SHIP TO
PROCUREMENT OFFICER DEPARTMENT OF COMMERCE BLDG 3 SUITE 800 1900 KANAWHA BLVD E CHARLESTON WV 25305 US	DEPARTMENT OF COMMERCE BLDG 3 SUITE 600 1900 KANAWHA BLVD E CHARLESTON WV 25305 US

6/11-2+6/

Total Order Amount:	Open End
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Purchasing Division's File Copy

rev 6/10/24

PURCHASING DIVISION AUTHORIZATION
 DATE: *Munk* 6/11/2024
 ELECTRONIC SIGNATURE ON FILE

ATTORNEY GENERAL APPROVAL AS TO FORM
 DATE: *John S. Gray*
 ELECTRONIC SIGNATURE ON FILE

ENCUMBRANCE CERTIFICATION
 DATE: *Don Day* 6-26-24
 ELECTRONIC SIGNATURE ON FILE

6/26/2024

Extended Description:

CHANGE ORDER

CHANGE ORDER #1 IS ISSUED TO RENEW THE ORIGINAL CONTRACT ACCORDING TO ALL TERMS, CONDITIONS, PRICES, AND SPECIFICATIONS CONTAINED IN THE ORIGINAL CONTRACT, INCLUDING ALL AUTHORIZED CHANGE ORDERS.

EFFECTIVE DATE OF RENEWAL 6/6/2024 - 6/5/2025

RENEWAL YEARS REMAINING: 2

NO OTHER CHANGES

Line	Commodity Code	Manufacturer	Model No	Unit	Unit Price
1	82101800				0.000000
	Service From	Service To		Service Contract Amount	
				0.00	

Commodity Line Description: Advertising agency services

Extended Description:

As Per Attachment C- Cost Sheet as attached.



State of West Virginia
DEPARTMENT OF COMMERCE

May 28, 2024

Pat Strader
PO Box 599
Fayetteville, WV 25840

RE: COM2300000001 Contract Renewal – Change Order #1

Mr. Strader,

The West Virginia Department of Commerce is offering to renew the above referenced contract according to the same terms, conditions, specifications, pricing, and any authorized change orders as stated in the original contract. The renewal dates are from June 6th, 2024, through June 5th, 2025. Please sign below if your company agrees to this renewal.

With your signed renewal letter, please include an updated Certificate of Liability Insurance with the original amounts requested in the original contract agreement.

Sincerely,

Crystal Smith

Crystal Smith, Procurement Officer,
WV Department of Commerce

James Bailey

James Bailey, Cabinet Secretary
WV Department of Commerce.

We agree to renew the contract for the period stated above under the same terms, conditions, specifications, and pricing as stated in the original contract, including all authorized change orders.

Pat Strader

Signature

Founder/CEO

Title

5/29/2024

Date

ATTACHMENT C: Cost Sheet

Cost information below as detailed in the Request for Proposal and submitted in a separate sealed envelope. Cost should be clearly marked.

BID SCHEDULE

Vendors are to use this form and type in prices and percentages as applicable. All blanks must be completed. Failure to complete all sections may result in disqualification. (If you are not charging hourly rate or percentage markup insert "N/C").

A.

Specific Activities Estimated	Estimated Hours Per Year	Rate Per Hour	Annual Estimated Cost
Account/Client Services/Strategic Planning/Research Analysis		110	
Web Development		110	
Media Planning and Buying		110	
Art and Creative Direction		110	
Broadcast Production		110	
Public Relations		50	
Copy Writing		110	
Software/Database Programming and Development		110	
Total			

All vendors responding to this RFP must provide an hourly rate for each of the specific activities listed above. Rates are applicable for both traditional media and online applications.

5,400 hours, the RFP's estimated number of hours per year, is multiplied by the percentage of time per year for each service to determine an estimated hours per year for each service. Vendors hourly rates are then multiplied by the respective hours to arrive at an estimated cost and a total cost.

B.

Add-on for Sub-Contracted Purchases:

All Vendors responding to this RFP must provide a percentage of add-on for purchases from sub-contractors. This percentage will be multiplied by \$1,000,000.

Bidder's add-on percentage for Sub-Contracted Purchases is 0.03

C.

Media Buying Add-on:

All Vendors responding to this RFP must provide a percentage of add-on media buying activities (not to exceed 3%) if the Vendor plans to charge an add-on. Any vendor bidding more than 3% will be disqualified. This add on percentage will be multiplied by \$300,000.

Bidder's Add-on percentage for Media Buying is 0.03

D.

Total Cost of Proposal (See Note B):

Note B: Cost from A, B, and C are to be added together to determine the total cost of the proposal.

SHIPPING CHARGES WILL BE REIMBURSED AT COST WITH PROPER DOCUMENTATION.

ALL TRAVEL IS TO BE INCLUDED IN THE QUOTED HOURLY RATES. NO ADDITIONAL COMPENSATION FOR TRAVEL EXPENSES WILL BE MADE TO THE SUCCESSFUL VENDOR.

Digital Relativity, LLC
 Pat Strader Founder / CEO
 Pat Strader 4/13/23

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Online Data Services Help

Business Organization Detail

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DIGITAL RELATIVITY LLC

Organization Information									
Org Type	Effective Date	Established Date	Filing Date	Charter	Class	Sec Type	Termination Date	Termination Reason	
LLC Limited Liability Company	11/19/2010		11/19/2010	Domestic	Profit				

Organization Information			
Business Purpose	5182 - Information - Data Processing, Hosting, and Related Services - Data Processing, Hosting and Related Services		Capital Stock
Charter County	Kanawha	Control Number	99MJM
Charter State	WV	Excess Acres	
At Will Term	A	Member Managed	MGR
At Will Term Years		Par Value	
Authorized Shares		Young Entrepreneur	Not Specified

Addresses	
Type	Address
Designated Office Address	108 1/2 CAPITOL STREET CHARLESTON, WV, 25301
Mailing Address	PO BOX 599 FAYETTEVILLE, WV, 25840 USA
Notice of Process Address	JAMES STRADER 803 49TH STREET VIENNA, WV, 26105
Principal Office Address	108 1/2 CAPITOL STREET CHARLESTON, WV, 25301 USA
Type	Address

Officers	
Type	Name/Address
Manager	PATRICK STRADER 601 WOODLAWN AVENUE BECKLEY, WV, 25801
Organizer	PATRICK STRADER 2075 SUNDAY ROAD HICO, WV, 25854 USA
Type	Name/Address

X Close

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Filed For

2024

2023

2022
2021
2020
2019
2018
2017
2016
2015
2014
2013
2012
2011
Date filed

For more information, please contact the Secretary of State's Office at 304-558-8000.

Thursday, June 6, 2024 — 3:19 PM

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Mar 1, 2024



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May 21, 2024



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All Words

e.g. 1606N020Q02

Search Results

Saved Searches



Select Domain
Entity Information



All Entity Information

Entities

Disaster Response Registry

Responsibility / Qualification

Exclusions

Filter By

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Simple Search

Search Editor

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- All Words
- Exact Phrase

e.g. 123456789, Smith Corp

"digital relativity"

Entity

Location

Status

- Active
- Inactive

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COMPLIANCE VERIFICATION CHECKLIST FOR REQUISITION SUBMISSION

<i>Purchasing Division Use:</i> Buyer: <u>TW-09</u> Date: <u>6/7/24</u> Solicitation No. <u>CMA - COM23'001</u>	Agency: WV Department of Commerce Procurement Officer Submitting Requisition: Crystal Smith Requisition No. CMA - COM230000001 PF No.: 1146311
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This checklist **MUST** be completed by a state agency's designated procurement officer and submitted with the Purchase Requisition to the Purchasing Division. The purpose of the checklist is to verify that an agency procurement officer has obtained and included required documentation necessary for the Purchasing Division to process the requisition without future processing disruptions. At the agency's preference, the agency **MUST** either submit the checklist by attaching it to the requisition's Header **OR** by placing it in the requisition's Procurement Folder.

FOR ALL SOLICITATION TYPES:

#	Compliance Check Type	Required	Provided, if Required	Not Required	Purch. Div. Confirmation
1	Specifications and Pricing Page included	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Use of correct specification template	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Use of correct requisition type [CRQS → CCT or CPO] or [CRQM → CMA]	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Use of most current terms and conditions www.state.wv.us/admin/purchase/TCP.pdf	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Maximum budgeted amount in wvOASIS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Suggested vendors in wvOASIS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Capitol Building Commission pre-approval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Financing (Governor's Office) pre-approval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Fleet Management Division pre-approval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Compliance Check Type	Required	Provided, if Required	Not Required	Purch. Div. Confirmation
10	Insurance requirements				
	Commercial General Liability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Automobile Liability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Workers' Compensation/Employer's Liability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Cyber Liability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Builder's Risk/Installation Floater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Professional Liability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Other (specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Office of Technology CIO pre-approval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Treasurer's Office (banking) pre-approval	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FOR CHANGE ORDERS/RENEWALS:

1	Two-party agreement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2	Standard change order language	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3	Office of Technology CIO approval	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	Justification for price increases/backdating/other	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5	Bond Rider (Construction)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6	Secretary of State Verification	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
7	State debarment verification	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
8	Federal debarment verification	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**The items pre-checked are required before a Purchase Requisition may be submitted to the Purchasing Division. Failure to complete and verify this documentation may result in rejection of the requisition back to the agency. It is up to the agency procurement officer to determine if pre-approvals, insurance, or other documentation is needed for the purchase. The referenced information below may be used to make this determination.*

For Purchasing Division Use Only:

I have reviewed the requisition identified above and find that it is sufficient to advertise publicly to the vendor community. My review does not preclude the possibility that the vendor community, or some other entity, will identify an area of concern; however, should such issues or concerns arise, they will be reviewed and addressed as may be appropriate.

Signature: _____

