



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

Request for Quotation

RFQ NUMBER
 95120001

PAGE
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
 PAUL REYNOLDS
 304-558-0468

RFQ COPY

TYPE NAME/ADDRESS HERE

VENDOR

The Phillips Group, Inc.
 926 Quarrier Street
 Charleston, WV 25301

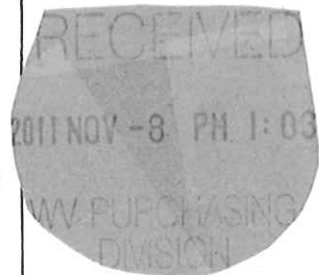
SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED 08/29/2011	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
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BID OPENING DATE: 09/14/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
0001		LS		915-03		
<p>COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER</p> <p>OPEN END CONTRACT</p> <p>THE WEST VIRGINIA STATE PURCHASING DIVISION FOR THE AGENCY, THE WEST VIRGINIA DIVISION OF HIGHWAYS IS SOLICITING BIDS FOR AND OPEN END CONTRACT TO PROVIDE COMPREHENSIVE PROFESSIONAL ADVERTISING AND MARKETING SERVICES FOR THE WEST VIRGINIA DEPARTMENT OF TRANSPORTATION PER THE ATTACHED SPECIFICATIONS.</p> <p>TECHNICAL QUESTIONS CONCERNING THIS SOLICITATION MUST BE SUBMITTED IN WRITING TO PAUL REYNOLDS IN THE WEST VIRGINIA STATE PURCHASING DIVISION VIA MAIL AT THE ADDRESS SHOWN IN THE BODY OF THIS RFQ, VIA FAX AT 304-558-4115, OR VIA EMAIL AT PAUL.REYNOLDS@WV.GOV. A WORD DOCUMENT FOR SUBMITTING TECHNICAL QUESTIONS IS ATTACHED. DEADLINE FOR ALL TECHNICAL QUESTIONS 09/09/11 AT THE CLOSE OF BUSINESS. ANY TECHNICAL QUESTIONS RECEIVED WILL BE ANSWERED BY FORMAL ADDENDUM TO BE ISSUED BY THE PURCHASING DIVISION AFTER THE DEADLINE HAS LAPSED.</p> <p>EXHIBIT 3</p> <p>LIFE OF CONTRACT: THIS CONTRACT BECOMES EFFECTIVE ON AND EXTENDS FOR A PERIOD OF ONE (1) YEAR OR UNTIL SUCH "REASONABLE TIME" THEREAFTER AS IS</p>						



SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Clair B. ...</i>	TELEPHONE 304-345-6046	DATE 11-7-2011
TITLE Account executive	FEIN 20-1934471	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

GENERAL TERMS & CONDITIONS REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
4. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods this Purchase Order/Contract becomes void and of no effect after June 30.
5. Payment may only be made after the delivery and acceptance of goods or services.
6. Interest may be paid for late payment in accordance with the *West Virginia Code*.
7. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
8. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
9. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
10. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern the purchasing process.
11. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
12. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, the State may deem this contract null and void, and terminate such contract without further order.
13. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, is available online at www.state.wv.us/admin/purchase/vrc/hipaa.htm and is hereby made part of the agreement. Provided that the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
14. **CONFIDENTIALITY:** The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures, and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/noticeConfidentiality.pdf>.
15. **LICENSING:** Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, and the West Virginia Insurance Commission. The vendor must provide all necessary releases to obtain information to enable the director or spending unit to verify that the vendor is licensed and in good standing with the above entities.
16. **ANTITRUST:** In submitting a bid to any agency for the State of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the State of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the State of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the State of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, or person or entity submitting a bid for the same material, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division. Complete all sections of the quotation form.
2. Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as EQUAL to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Unit prices shall prevail in case of discrepancy. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
4. All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130
5. Communication during the solicitation, bid, evaluation or award periods, except through the Purchasing Division, is strictly prohibited (W.Va. C.S.R. §148-1-6.6).



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 2019 Washington Street East
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 2

ADDRESS CORRESPONDENCE TO ATTENTION OF
 PAUL REYNOLDS
 304-558-0468

RFQ COPY

TYPE NAME/ADDRESS HERE

VENDOR

The Phillips Group, Inc.
 926 Quarrier Street
 Charleston, WV 25301

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
08/29/2011				
BID OPENING DATE: 09/14/2011		BID OPENING TIME 01:30PM		

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>NECESSARY TO OBTAIN A NEW CONTRACT OR RENEW THE ORIGINAL CONTRACT. THE "REASONABLE TIME" PERIOD SHALL NOT EXCEED TWELVE (12) MONTHS. DURING THIS "REASONABLE TIME" THE VENDOR MAY TERMINATE THIS CONTRACT FOR ANY REASON UPON GIVING THE DIRECTOR OF PURCHASING 30 DAYS WRITTEN NOTICE.</p> <p>UNLESS SPECIFIC PROVISIONS ARE STIPULATED ELSEWHERE IN THIS CONTRACT DOCUMENT, THE TERMS, CONDITIONS AND PRICING SET HEREIN ARE FIRM FOR THE LIFE OF THE CONTRACT.</p> <p>RENEWAL: THIS CONTRACT MAY BE RENEWED UPON THE MUTUAL WRITTEN CONSENT OF THE SPENDING UNIT AND VENDOR, SUBMITTED TO THE DIRECTOR OF PURCHASING THIRTY (30) DAYS PRIOR TO THE EXPIRATION DATE. SUCH RENEWAL SHALL BE IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THE ORIGINAL CONTRACT AND SHALL BE LIMITED TO TWO (2) ONE (1) YEAR PERIODS.</p> <p>CANCELLATION: THE DIRECTOR OF PURCHASING RESERVES THE RIGHT TO CANCEL THIS CONTRACT IMMEDIATELY UPON WRITTEN NOTICE TO THE VENDOR IF THE COMMODITIES AND/OR SERVICES SUPPLIED ARE OF AN INFERIOR QUALITY OR DO NOT CONFORM TO THE SPECIFICATIONS OF THE BID AND CONTRACT HEREIN.</p> <p>OPEN MARKET CLAUSE: THE DIRECTOR OF PURCHASING MAY AUTHORIZE A SPENDING UNIT TO PURCHASE ON THE OPEN MARKET, WITHOUT THE FILING OF A REQUISITION OR COST ESTIMATE, ITEMS SPECIFIED ON THIS CONTRACT FOR IMMEDIATE DELIVERY IN EMERGENCIES DUE TO UNFORESEEN CAUSES (INCLUDING BUT NOT LIMITED TO DELAYS IN TRANSPORTATION OR AN UNANTICIPATED INCREASE IN THE VOLUME OF WORK.)</p> <p>QUANTITIES: QUANTITIES LISTED IN THE REQUISITION ARE</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Clair B...</i>	TELEPHONE 304-345-6046	DATE 11-7-2011
TITLE Account executive	FEIN 20-1934471	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELLED 'VENDOR'



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 926 Quarrier Street
 Charleston, WV 25301

S H I P T O
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 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
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LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>APPROXIMATIONS ONLY, BASED ON ESTIMATES SUPPLIED BY THE STATE SPENDING UNIT. IT IS UNDERSTOOD AND AGREED THAT THE CONTRACT SHALL COVER THE QUANTITIES ACTUALLY ORDERED FOR DELIVERY DURING THE TERM OF THE CONTRACT, WHETHER MORE OR LESS THAN THE QUANTITIES SHOWN.</p> <p>ORDERING PROCEDURE: SPENDING UNIT(S) SHALL ISSUE A WRITTEN STATE CONTRACT ORDER (FORM NUMBER WV-39) TO THE VENDOR FOR COMMODITIES COVERED BY THIS CONTRACT. THE ORIGINAL COPY OF THE WV-39 SHALL BE MAILED TO THE VENDOR AS AUTHORIZATION FOR SHIPMENT, A SECOND COPY MAILED TO THE PURCHASING DIVISION, AND A THIRD COPY RETAINED BY THE SPENDING UNIT.</p> <p>BANKRUPTCY: IN THE EVENT THE VENDOR/CONTRACTOR FILES FOR BANKRUPTCY PROTECTION, THE STATE MAY DEEM THE CONTRACT NULL AND VOID, AND TERMINATE SUCH CONTRACT WITHOUT FURTHER ORDER.</p> <p>THE TERMS AND CONDITIONS CONTAINED IN THIS CONTRACT SHALL SUPERSEDE ANY AND ALL SUBSEQUENT TERMS AND CONDITIONS WHICH MAY APPEAR ON ANY ATTACHED PRINTED DOCUMENTS SUCH AS PRICE LISTS, ORDER FORMS, SALES AGREEMENTS OR MAINTENANCE AGREEMENTS, INCLUDING ANY ELECTRONIC MEDIUM SUCH AS CD-ROM.</p> <p>REV. 05/26/2009</p> <p>NOTICE</p> <p>A SIGNED BID MUST BE SUBMITTED TO:</p> <p>DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION BUILDING 15 2019 WASHINGTON STREET, EAST</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Clairie Barton</i>	TELEPHONE 304-345-6046	DATE 11-7-2011
TITLE Account executive	FEIN 20-1934471	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ. INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



State of West Virginia
 Department of Administration
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ADDRESS CORRESPONDENCE TO ATTENTION OF:
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The Phillips Group, Inc.
 926 Quarrier Street
 Charleston, WV 25301

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BID OPENING DATE: 09/14/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
CHARLESTON, WV 25305-0130						
THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED:						
SEALED BID						
BUYER:		PAUL REYNOLDS		FILE 33		
RFQ. NO.:		95120001				
BID OPENING DATE:		09/14/2011				
BID OPENING TIME:		01:30 P.M.				
PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID:						
304-345-1067						
CONTACT PERSON (PLEASE PRINT CLEARLY):						
Claire Barth						
***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE Claire Barth TELEPHONE 304-345-6046 DATE 11-7-2011
 TITLE Account executive FEIN 20-1934471 ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

Department of Transportation

ADVERTISING SERVICES

The West Virginia Department of Transportation, hereinafter referred to as "DOT", is soliciting bids for professional advertising services for the DOT Divisions of Highways; Motor Vehicles; Office of Administrative Hearings; Public Transit; Public Port Authority; Parkways, Economic Development and Tourism Authority (WV Turnpike); State Rail Authority and the Aeronautics Commission. An open-end contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements contained in this Request for Quotation for a one year period with options to renew such contract for two additional one year periods.

Mandatory Requirements & Bid Evaluation

Mandatory requirements included herein are intended to establish the minimum required qualification and experience criteria and required scope of services. Any specification containing the word "**must**", "**shall**" or "**will**" is mandatory. Failure to meet any mandatory requirement shall result in disqualification of the bid.

Written questions will be accepted and must be submitted to the Purchasing Division as follows no later than See Page 1:

Questions will be addressed and a formal addendum will be issued accordingly.

Part 1.0 BACKGROUND

The West Virginia Department of Transportation (DOT) is comprised of more than 6,000 men and women who work in the Division of Highways; Division of Motor Vehicles; Office of Administrative Hearings; Division of Public Transit; Public Port Authority; Parkways, Economic Development and Tourism Authority (WV Turnpike); State Rail Authority and the Aeronautics Commission. It is the mission of the DOT to create and maintain a multi-modal and inter-modal transportation system that supports the safe, effective and efficient movement of people and to provide information and goods that enhances the opportunity for people and communities to enjoy environmentally sensitive and economically sound development. WV DOT provides essential services in transportation, tourism and economic development including but not limited to the following:

- **Safety and protection** for citizens through modern operating standards for our highways, rail and airport facilities and licensing and permitting of drivers and motor

- vehicles;
- **Transportation services** including public transit, railway operation and maintenance, airport and river port development, and highway construction and maintenance;
- **Community and economic development** through accessible roads, rivers, railways and airports and support for the artisan community through Tamarack and other development initiatives;
- **Revenue generation** through the highway trust fund; air, railway and waterway fuel funds, and tolls and concession fees; and
- **Information and education** through driver education, travel information, safety guidance, public involvement in transportation planning and continuing education.
-

Part 2.0 Mandatory Qualifications and Experience Requirements

The WV DOT requires a professional advertising and marketing vendor capable of providing a full range of services. Professional services include but may not be limited to creative public relations, media and consultation, research analysis, outreach and education and technical assistance in development and implementing comprehensive marketing, advertising and public relation campaigns.

Vendors must be properly licensed with the State and all other applicable governmental entities to provide advertising and marketing services covered under the contract.

Vendors must have been in business a minimum of five years and shall have completed and/or are engaged in a minimum of five projects similar in size and scope within the last five year period in other comparable work environments. Please provide the names of businesses, addresses, contact person name and phone number, dates and description of services. It is preferred that vendors provide all applicable information to evidence compliance with mandatory qualification and experience criteria with the bid. Vendors who fail to provide the required information upon written request by the Purchasing Division by the established deadline may be immediately disqualified.

Part 3.0 Scope of Services and Contract Performance Requirements

The successful vendor shall be solely responsible for providing all material, labor and professional services required to provide all specified advertising and marketing services described herein. Services shall be provided with input and approval from DOT and shall include:

- Market Analysis;
- Theme development;
- Creative concepts and art direction;
- Development of multi-media campaigns including planning, identifying goals, establishing key statements, determining tactics and timeliness, communications planning, public relations planning, summarization of assessments and management of the same;
- Statewide coverage for multi-media advertising placement and/or outreach through various media avenues including television, radio, billboards, posters, outdoor and bus signage, internet/worldwide web, and other promotional materials;

inclusive of expenses. Vendors **shall** provide an all inclusive hourly rate for completion of indicated service categories. Such hourly rates shall be firm, fixed all-inclusive hourly rates for the life of the contract. **Estimated hours noted on the Bid Form for service categories are estimates for bid evaluation purposes only; actual hours may be more or less at the discretion of DOT.**

Costs for subcontracted services shall be paid as a pass-through cost and must be approved prior to completion. A copy of the invoice for any subcontracted service shall be attached to the successful Vendor's invoice for services. The DOT shall pay the approved subcontracted cost and the successful Vendor's hours based on the appropriate service category hourly rate established in the contract and stipulated on the WV-39 Release for each service request.

Any cost that is not specifically listed on the WV-39 shall not be approved for payment. .

It is preferred that Vendors utilize the attached Bid Form. Should a Vendor opt not to use the attached Bid Form and fails to provide all required bid quote information, the bid shall be declared fatally flawed and will be disqualified.

Part 2.0 Mandatory Qualifications and Experience Requirements

Affiliated Construction Trades Foundation

Attn: Steve White, Director
600 Leon Sullivan Way
Charleston, WV 25301
304-345-7570

Services since 1992: logo design; campaign strategies; media buying – television, newspaper, radio; direct mail; newsletter production; news conferences; media strategies; media relations; advertising specialties; public opinion polling; government relations; print, radio and television production

Communications Workers of America

Attn: Ron Collins, District II Vice President
17000 Science Drive
Suite 210
Bowie, MD 20715
301-809-4161

Services since 2009: logo design; campaign strategies; media buying – television, newspaper, radio; direct mail; newsletter production; news conferences; media strategies; media relations; advertising specialties; public opinion polling; government relations; print, radio and television production; Internet advertising; alternative advertising

Good News Mountaineer Garage

Attn: Barbara Bayes, Executive Director
221 ½ Hale Street
Charleston, WV 25301
304-344-8445

Services since 2002: logo development; identity development; campaign strategies; media buying – newspaper, radio, billboards; direct mail; community outreach assistance; news conferences; media strategies; media relations; print, billboard and radio production

West Virginia AFL-CIO

Attn: Kenny Perdue, President
501 Leon Sullivan Way
Charleston, WV 25301
304-344-3557

Services since 2004: media relations; website consulting; campaign strategies; media buying – newspaper, radio; direct mail; media strategies; speech writing; media relations; research

West Virginia State Building & Construction Trades Council

Attn: Dave Efaw, Secretary-Treasurer
600 Leon Sullivan Way
Charleston, WV 25301
304-346-1367

Services since 2008: print, television, direct mail production; television and newspaper media buying

**ADVERTISING & MARKETING SERVICES
DOH95120001 BID FORM**


A. Advertising & Marketing Services

Service	Estimated Hours	All Inclusive Hourly Rate	Extended Cost
Television Production	50	\$ 85	\$ 4,250
Radio Production	25	\$ 35	\$ 875
Media Buys	300	\$ 50	\$ 15,000
Outdoor Advertising	25	\$ 50	\$ 1,250
Print Media	25	\$ 50	\$ 1,250
Internet/Worldwide Web	25	\$ 50	\$ 1,250
Survey, Analysis, Evaluation	200	\$ 50	\$ 10,000
Contract Administration/Consultation	25	\$ 85	\$ 2,125
Grand Total			\$ 36,000

Note: Bids shall be evaluated on the basis of the lowest Grand Total Cost following confirmation of compliance with all mandatory specification requirements. Estimated hours notes on the Bid Form for service categories are estimates for bid evaluation purposes only; actual hours may be more or less at the discretion of DOT. The contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements.

The Phillips Group, Inc. _____

Vendor

By: Claire Barth  _____

Title: Account executive _____

Date: November 7, 2011 _____

Address:

926 Quarrier Street _____

Charleston, WV 25301 _____

Business Phone No: 304-345-6046 _____



State of West Virginia
 Department of Administration
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Request for Quotation

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PAUL REYNOLDS 304-558-0468

VENDOR

RFQ COPY
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 The Phillips Group, Inc.
 926 Quarrier Street
 Charleston, WV 25301

SHIP TO

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 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
09/12/2011				

BID OPENING DATE: 09/21/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 1		
				REVISED SPECIFICATIONS ATTACHED.		
				ADD: VENDOR PREFERENCE CERTIFICATE		
				ADDITIONAL TECHNICAL QUESTIONS WILL BE ACCEPTED UNTIL 4:30 P.M. SEPTEMBER 15, 2011.		
				BID OPENING DATE CHANGED		
				FROM: 09/14/11 @1:30 P.M.		
				TO: 09/21/11 @1:30 P.M.		
				NO OTHER CHANGES		
0001		LS		915-03		
				COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER		
				***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:		

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Clairie BACH</i>	TELEPHONE 304-345-6046	DATE 11-7-2011
TITLE Account executive	FEIN 20-1934471	ADDRESS CHANGES TO BE NOTED ABOVE

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State of West Virginia

VENDOR PREFERENCE CERTIFICATE

Certification and application* is hereby made for Preference in accordance with West Virginia Code, §5A-3-37. (Does not apply to construction contracts). West Virginia Code, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the West Virginia Code. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Resident Vendor Preference, if applicable.

1. Application is made for 2.5% resident vendor preference for the reason checked:
Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,

2. Application is made for 2.5% resident vendor preference for the reason checked:
Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,

3. Application is made for 2.5% resident vendor preference for the reason checked:
Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,

4. Application is made for 5% resident vendor preference for the reason checked:
Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or,

5. Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:
Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or,

6. Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:
Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (West Virginia Code, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: The Phillips Group, Inc. Signed: Claire B...
Date: 11-7-2011 Title: Account executive

*Check any combination of preference consideration(s) indicated above, which you are entitled to receive.

GENERAL TERMS & CONDITIONS REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
4. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods this Purchase Order/Contract becomes void and of no effect after June 30.
5. Payment may only be made after the delivery and acceptance of goods or services.
6. Interest may be paid for late payment in accordance with the *West Virginia Code*.
7. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
8. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
9. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
10. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern the purchasing process.
11. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
12. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, the State may deem this contract null and void, and terminate such contract without further order.
13. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, is available online at www.state.wv.us/admin/purchase/vrc/hipaa.htm and is hereby made part of the agreement. Provided that the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
14. **CONFIDENTIALITY:** The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures, and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/noticeConfidentiality.pdf>.
15. **LICENSING:** Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, and the West Virginia Insurance Commission. The vendor must provide all necessary releases to obtain information to enable the director or spending unit to verify that the vendor is licensed and in good standing with the above entities.
16. **ANTITRUST:** In submitting a bid to any agency for the State of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the State of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the State of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the State of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, or person or entity submitting a bid for the same material, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division. Complete all sections of the quotation form.
2. Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Unit prices shall prevail in case of discrepancy. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
4. All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130
5. Communication during the solicitation, bid, evaluation or award periods, except through the Purchasing Division, is strictly prohibited (W.Va. C.S.R. §148-1-6.6).

ADDENDUM NO. 1
Department of Transportation

ADVERTISING SERVICES
RFQ DOH95120001

The West Virginia Department of Transportation, hereinafter referred to as "DOT", is soliciting bids for professional advertising services for the DOT Divisions of Highways; Motor Vehicles; Office of Administrative Hearings; Public Transit; Public Port Authority; Parkways, Economic Development and Tourism Authority (WV Turnpike); State Rail Authority and the Aeronautics Commission. An open-end contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements contained in this Request for Quotation for a one year period with options to renew such contract for two additional one year periods.

Mandatory Requirements & Bid Evaluation

Mandatory requirements included herein are intended to establish the minimum required qualification and experience criteria and required scope of services. Any specification containing the word "must", "shall" or "will" is mandatory. Failure to meet any mandatory requirement shall result in disqualification of the bid.

Written questions will be accepted and must be submitted to the Purchasing Division as follows no later than See Page 1: of the Addendum.

Paul Reynolds, Senior Buyer
WV Purchasing Division
(e-mail address)
2019 Washington Street, East
Charleston, WV 25305

Questions will be addressed and a formal addendum will be issued accordingly.

Part 1.0 BACKGROUND

The West Virginia Department of Transportation (DOT) is comprised of more than 6,000 men and women who work in the Division of Highways; Division of Motor Vehicles; Office of Administrative Hearings; Division of Public Transit; Public Port Authority; Parkways, Economic Development and Tourism Authority (WV Turnpike); State Rail Authority and the Aeronautics Commission. It is the mission of the DOT to create and maintain a multi-modal and inter-modal transportation system that supports the safe, effective and efficient movement of people and to provide information and goods that enhances the opportunity for people and communities to enjoy environmentally sensitive and economically sound development. WV DOT provides essential services in transportation, tourism and economic development including but not limited to the following:

- **Safety and protection** for citizens through modern operating standards for our highways, rail and airport facilities and licensing and permitting of drivers and motor

- vehicles;
- **Transportation services** including public transit, railway operation and maintenance, airport and river port development, and highway construction and maintenance;
- **Community and economic development** through accessible roads, rivers, railways and airports and support for the artisan community through Tamarack and other development initiatives;
- **Revenue generation** through the highway trust fund; air, railway and waterway fuel funds, and tolls and concession fees; and
- **Information and education** through driver education, travel information, safety guidance, public involvement in transportation planning and continuing education.
-

Part 2.0 Mandatory Qualifications and Experience Requirements

The WV DOT requires a professional advertising and marketing vendor capable of providing a full range of services. Professional services include but may not be limited to creative public relations, media and consultation, research analysis, outreach and education and technical assistance in development and implementing comprehensive marketing, advertising and public relation campaigns.

Vendors must be properly licensed with the State and all other applicable governmental entities to provide advertising and marketing services covered under the contract.

Vendors must have been in business a minimum of five years and shall have completed and/or are engaged in a minimum of five projects similar in size and scope within the last five year period in other comparable work environments. Please provide the names of businesses, addresses, contact person name and phone number, dates and description of services. It is preferred that vendors provide all applicable information to evidence compliance with mandatory qualification and experience criteria with the bid. Vendors who fail to provide the required information upon written request by the Purchasing Division by the established deadline may be immediately disqualified.

Part 3.0 Scope of Services and Contract Performance Requirements

The successful vendor shall be solely responsible for providing all material, labor and professional services required to provide all specified advertising and marketing services described herein. Services shall be provided with input and approval from DOT and shall include:

- Market Analysis;
- Theme development;
- Creative concepts and art direction;
- Development of multi-media campaigns including planning, identifying goals, establishing key statements, determining tactics and timeliness, communications planning, public relations planning, summarization of assessments and management of the same;
- Statewide coverage for multi-media advertising placement and/or outreach through various media avenues including television, radio, billboards, posters, outdoor and bus signage, internet/worldwide web, and other promotional materials;

- Incorporating appropriate logos and taglines into all campaign materials;
- Detailed media placement reports and other reporting including summary and effectiveness reporting; results, analysis and survey reporting and recommendations;
- Measuring effectiveness/outcome studies;
- Working under short timeframes and deadlines; and
- Television Public Service Announcement (PSA) production.

The successful Vendor shall provide all necessary resources to ensure successful completion of tasks within short time frames when warranted.

The successful Vendor shall provide the expertise, experience and resources necessary to ensure reaching target audiences on a statewide basis.

Vendors must understand and utilize current advertising and marketing trends and work on multiple agency projects concurrently.

The WV DOT shall notify the Vendor of required services in writing, which may be formal or informal at the agency's discretion.

All requests for services under the contract for any DOT Division shall be approved and originated through the DOT Office of Communications. DOT shall not be responsible for payment of any services rendered that are not requested and approved by appropriate DOT Office of Communications staff. Written authorization and approval contact information for the DOT Office of Communications shall be provided the successful vendor immediately following contract award.

The successful Vendor must provide written acknowledgement for receipt of any service request within one business day. The scope of requirements shall be discussed and formalized and a WV-39 Release Order shall be issued by the DOT and will include:

- A detailed description of services needs and requirements;
- Deadline for completion of services;
- Pricing inclusive of hours for completion based on the hourly rates established in the contract for the appropriate service category and any subcontracted services;
- and
- Any reporting requirements and deadlines for receipt.

Services that cannot be provided by the successful vendor that must be subcontracted shall be disclosed to the DOT at the time of the service request acknowledgement. Pricing for any subcontracted service must be approved by the DOT. The DOT has the right to reject proposed subcontractor proposals and require the Vendor to seek other sources.

Part 4.0 Pricing Requirements:

Vendors **shall** be required to submit cost bids based on the information contained in the attached Bid Form. The total **shall** reflect all costs associated with meeting the requirements and services listed in the RFQ being offered by the Vendor as part of the Vendor's response,

inclusive of expenses. Vendors **shall** provide an all inclusive hourly rate for completion of indicated service categories. Such hourly rates shall be firm, fixed all-inclusive hourly rates for the life of the contract. **Estimated hours noted on the Bid Form for service categories are estimates for bid evaluation purposes only; actual hours may be more or less at the discretion of DOT.**

Costs for subcontracted services shall be paid as a pass-through cost and must be approved prior to completion. A copy of the invoice for any subcontracted service shall be attached to the successful Vendor's invoice for services. The DOT shall pay the approved subcontracted cost and the successful Vendor's hours based on the appropriate service category hourly rate established in the contract and stipulated on the WV-39 Release for each service request.

Any cost that is not specifically listed on the WV-39 shall not be approved for payment. .

It is preferred that Vendors utilize the attached Bid Form. Should a Vendor opt not to use the attached Bid Form and fails to provide all required bid quote information, the bid shall be declared fatally flawed and will be disqualified.

RFQ No. 95120001

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

West Virginia Code §5A-3-10a states: No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owned is an amount greater than one thousand dollars in the aggregate

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Debtor" means any individual, corporation, partnership, association, Limited Liability Company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

EXCEPTION: The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

Under penalty of law for false swearing (West Virginia Code §61-5-3), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

WITNESS THE FOLLOWING SIGNATURE

Vendor's Name: The Phillips Group, Inc.

Authorized Signature: Claine Barber Date: 11-7-2011

State of West Virginia

County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 7 day of November 2011

My Commission expires November 15, 2015

AFFIX SEAL HERE

NOTARY PUBLIC Sheila Timmons





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

Request for Quotation

RFQ NUMBER
95120001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
PAUL REYNOLDS
304-558-0468

VENDOR
RFQ COPY TYPE NAME/ADDRESS HERE The Phillips Group, Inc. 926 Quarrier Street Charleston, WV 25301

SHIP TO
DIVISION OF HIGHWAYS PROCUREMENT DIVISION BUILDING 5, ROOM 263 1900 KANAWHA BOULEVARD, EAST CHARLESTON, WV 25305-0430 558-0408

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
09/20/2011				

BID OPENING DATE: 09/28/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 2		
				BID OPENING DATE CHANGED		
				FROM: 09/21/11 @1:30 P.M.		
				TO: 09/28/11 @1:30 P.M.		
				NO OTHER CHANGES		
0001		LS		915-03		
				COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER		
				***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:		

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Clairie Barkley</i>	TELEPHONE 304-345-6046	DATE 11-7-2011
TITLE Account executive	FEIN 20-1934471	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

GENERAL TERMS & CONDITIONS REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)

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I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, or person or entity submitting a bid for the same material, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

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5. Communication during the solicitation, bid, evaluation or award periods, except through the Purchasing Division, is strictly prohibited (W. Va. C.S.R. §148-1-6.6).



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

Request for Quotation

RFQ NUMBER
95120001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
PAUL REYNOLDS 304-558-0468

RFQ COPY

TYPE NAME/ADDRESS HERE

VENDOR

The Phillips Group, Inc.
 926 Quarrier Street
 Charleston, WV 25301

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
09/26/2011				

BID OPENING DATE: 10/12/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 3		
				BID OPENING DATE CHANGED		
				FROM: 09/28/11 @1:30 P.M.		
				TO: 10/12/11 @1:30 P.M.		
				NO OTHER CHANGES		
0001		LS	915-03	COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER		
***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Claire Batts</i>	TELEPHONE 304-345-6046	DATE 11-7-2011
TITLE Account executive	FEIN 20-1934471	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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

Request for Quotation

RFQ NUMBER
95120001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
PAUL REYNOLDS 304-558-0468

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE
 The Phillips Group, Inc.
 926 Quarrier Street
 Charleston, WV 25301

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED 10/06/2011	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
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BID OPENING DATE: 10/18/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 4		
				BID OPENING DATE CHANGED		
				FROM: 10/12/11 @ 1:30 P.M.		
				TO: 10/18/11 @ 1:30 P.M.		
				NO OTHER CHANGES		
0001		LS		915-03		
				COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER		
				***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:		

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Claine Batus</i>	TELEPHONE 304-345-6046	DATE 11-7-2011
TITLE Account executive	FEIN 20-1934471	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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

Request for Quotation

RFQ NUMBER
95120001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
PAUL REYNOLDS 304-558-0468

RFQ COPY

TYPE NAME/ADDRESS HERE

The Phillips Group, Inc.
926 Quarrier Street
Charleston, WV 25301

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DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
10/13/2011				

BID OPENING DATE: 11/09/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 5		
				BID OPENING DATE CHANGED		
				FROM: 10/18/11 @ 1:30 P.M.		
				TO: 11/09/11 @ 1:30 P.M.		
				NO OTHER CHANGES		
0001		LS		915-03		
				COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER		
				***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:		

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	<i>Claire Bauer</i>	TELEPHONE	304-345-6046	DATE	11-7-2011
TITLE	Account executive	FEIN	20-1934471	ADDRESS CHANGES TO BE NOTED ABOVE	

WHEN RESPONDING TO RFQ. INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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

Request for Quotation

RFQ NUMBER
95120001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
PAUL REYNOLDS 304-558-0468

RFQ COPY

TYPE NAME/ADDRESS HERE

VENDOR

The Phillips Group, Inc.
 926 Quarrier Street
 Charleston, WV 25301

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
10/24/2011				

BID OPENING DATE: 11/09/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 6		
				VENDOR'S QUESTIONS AND ANSWERS ATTACHED.		
				BID OPENING DATE REMAINS 11/09/11 @1:30 P.M.		
				NO OTHER CHANGES.		
0001		LS	915-03	COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER		
				***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:		

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	<i>Claire Bowers</i>	TELEPHONE	304-345-6046	DATE	11-7-2011
TITLE	Account executive	FEIN	20-1934471	ADDRESS CHANGES TO BE NOTED ABOVE	

ADDENDUM NO. 6

VENDOR QUESTIONS AND ANSWERS

95120001

QUESTION ONE: No bid evaluation criteria is described with the RFQ. Will points be given for technical proposal, experience, cost, etc. as it typical to State RFQ's? Please describe the evaluation criteria.

ANSWER ONE: Please refer to the bid specifications. An open-end contract will be awarded to the lowest, responsible bidder meeting all mandatory requirements.

QUESTION TWO: Who will judge responses to the RFQ? Will a committee from the WVDOH be assembled to judge the responses or will the state purchasing division evaluate the responses?

ANSWER TWO: This is a Request for Quotation and as such, evaluation is based on the lowest, responsible bidder meeting all mandatory requirements.

QUESTION THREE: Part 2.0/paragraph 3 of the RFQ requires that bidders "shall have completed and/or are engaged in a minimum office projects similar in size and scope within the last five year period in other comparable work environments"

Since no work plan or scope of work is describe in the RFQ that could help us understand what is meant by " projects similar in size and scope" what minimum size and scope criteria should be used to help vendors ensure they meet this requirement?

For example: Is the WVDOH criteria for "projects similar in size and scope" a 12 week, statewide awareness campaign consisting TV, radio, outdoor, print and online media elements versus a two week, statewide print campaign?

ANSWER THREE: DOT projects may vary in size from a \$10k project to projects valued at \$250k. Typically, an average value project would be \$150k. DOT projects can vary in scope, from a 2-week specific highway construction project to a 90-day awareness campaign such as Work Zone Safety. All of the projects will be media buys with limited creative services.

QUESTION FOUR: With regard to research:

- a. What is the goal of the market analysis?
- b. What specific information is to be gathered through the process?
- c. What audiences are to be researched? (Internal/external publics, residents, state workers, elected officials?)
- e. What issues/populations have been researched in the past four years?
- f. What research methodologies are you considering to support the creative works?

VENDOR QUESTIONS AND ANSWERS

95120001

ANSWER FOUR:

- a. Market analysis is the information provided to assist the DOT in determining which advertising medium(s) are best for the agency's desired demographics, i.e. teen texting.
- b. See response above (a.)
- c. The target audience for projects may vary. For some projects, the target audience may be all inclusive, i.e. the traveling public. Other projects may target specific or project-related demographics.
- e. Some of the recent projects have been:
 - Snow & Ice Control Awareness Campaign
 - Click It or Ticket Awareness Campaign
 - Motor Cycle Safety Campaign
 - Work Zone Safety Campaign
- f. Market consulting and focus groups.