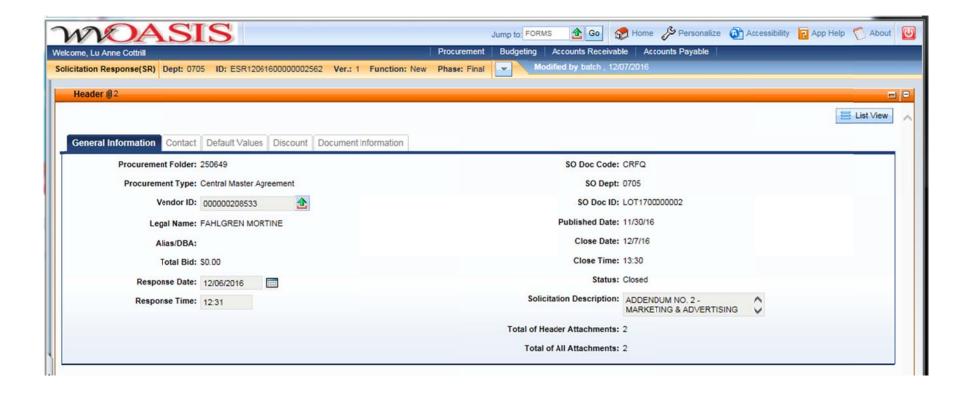
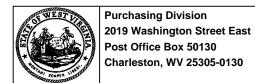


2019 Washington Street, East Charleston, WV 25305 Telephone: 304-558-2306 General Fax: 304-558-6026

Bid Fax: 304-558-3970

The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at *wvOASIS.gov*. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at *WVPurchasing.gov* with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.





## State of West Virginia Solicitation Response

Proc Folder: 250649

Solicitation Description: ADDENDUM NO. 2 - MARKETING & ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date issued	Solicitation Closes	Solicitation	Response	Version
	2016-12-07	SR	0705 ESR12061600000002562	1
	13:30:00			

VENDOR

000000208533

**FAHLGREN MORTINE** 

Solicitation Number: CRFQ 0705 LOT1700000002

Total Bid: \$0.00 Response Date: 2016-12-06 Response Time: 12:31:33

**Comments:** 

FOR INFORMATION CONTACT THE BUYER

Michelle L Childers (304) 558-2063 michelle.l.childers@wv.gov

Signature on File FEIN # DATE

All offers subject to all terms and conditions contained in this solicitation

Page: 1 FORM ID: WV-PRC-SR-001

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	ADVERTISING SERVICES	0.00000	HOUR	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #	
82101800				
Extended Description	1: VENDOR SHO	ULD COMPLETE EXHIBIT A PRICE S	SHEET AND SUBMIT WITH BID.	

Comments: See uploaded PDF Fahlgren Mortine CRFQ 0705 Lot1700000002.

## **EXHIBIT A: PRICING PAGE**

۸.	CATEGORY	CONTRACT SERVICES	<u>Unit of</u> Measure	ESTIMATED HOURS (BASED ON HOURS IN FY 2016)	VENDOR'S HOURLY RATE	TOTAL ANNUAL COSTS
İ	ACCOUNT MANAGEMENT	1. Account Services	Hour(s)	1000	80.00	80,000.00
		2. General Account Management	Hour(s)	500	80.00	40,000.00
		3. Public Relations	Hour(s)	40	100.00	4,000.00
		4. Research Services	Hour(s)	40	100.00	4,000.00
	MEDIA	5. Media Planning and Buying	Hour(s)	400	50.00	20,000.00
		6. Radio	Hour(s)	200	50.00	10,000.00
		7. Television	Hour(s)	300	50.00	15,000.00
		8. Newspaper	Hour(s)	100	50.00	5,000.00
		9. Outdoor Ads	Hour(s)	80	50.00	4,000.00
	CREATIVE	10. Illust/Layout/Design and Copywriting Adv.	Hour(s)	800	85.00	68,000.00
		11. Creative/Art Direction or Planning	Hour(s)	500	85.00	42,500.00
		12. Computer Graphics	Hour(s)	100	85.00	8,500.00
	DIGITAL	13. Web Site Development and Maintenance	Hour(s)	300	90.00	27,000.00
		14. Web Hosting & Domain	Hour(s)	100	80.00	8,000.00
	PRODUCTION	15. Printing	Hour(s)	200	80.00	16,000.00
		16. Film Production	Hour(s)	1000	80.00	80,000.00
		17. Audio Production	Hour(s)	400	80.00	32,000.00
		18. Music Rights/ Trademark	Hour(s)	5	80.00	400.00
	PROMOTIONS	19. Sponsorships- Collegiate/ Fairs & Festivals	Hour(s)	35	80.00	2,800.00
		20. Marketing Supplies and Promotions	Hour(s)	200	80.00	16,000.00
		TOTAL FISCAL YEAR COST FOR VENDOR SERVICES (1-20):		6300		483,200.00

The sum of ESTIMATED HOURS (CONTRACT SERVICES 1-20) IS 6300 HOURS. The quanities shown are estimates only and may be more or less.

<b>B.</b> Media Buying Add-on	1.
-------------------------------	----

All Vendors responding to this RFQ must provide a percentage of add-on media buying activitites (not to exceed 5%) This percentage will be multiplied by \$2,500,000.

TOTAL
MEDIA ADD-

Vendor's Add-on for media buying is

ON COST 5.00% 2,500,000 125,000.00

c. TOTAL BID AMOUNT:

608,200.00

(Cost from A.and B. are to be added together to determine the total cost of the proposal.)