



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.

Header 2

 List View

General Information | Contact | Default Values | Discount | Document Information | Clarification Request

Procurement Folder: 766012

SO Doc Code: CRFQ

Procurement Type: Central Master Agreement

SO Dept: 0705

Vendor ID: 000000208534 

SO Doc ID: LOT2100000001

Legal Name: FAHLGREN INC

Published Date: 8/21/20

Alias/DBA:

Close Date: 9/3/20

Total Bid: \$1,599,700.00

Close Time: 13:30

Response Date: 09/03/2020 

Status: Closed

Response Time: 12:16

Solicitation Description: Addendum 3 - MARKETING AND ADVERTISING SERVICES

Responded By User ID: FahIMort 

Total of Header Attachments: 2

First Name: John

Total of All Attachments: 2

Last Name: Garko

Email: john.garko@fahlgren.com

Phone: 614-383-1555

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Advertising				1599700.00

Comm Code	Manufacturer	Specification	Model #
82100000			

Commodity Line Comments: Please see pricing sheet for detailed hourly rate information

Extended Description:

Vendors should enter the TOTAL BID AMOUNT from the Exhibit A Pricing Page and upload the Exhibit A Pricing Page as an attachment.

EXHIBIT A : PRICING PAGE - Modified for Addendum 2

A. CATEGORY	CONTRACT SERVICES	Unit of Measure	ESTIMATED HOURS	VENDOR'S HOURLY	VENDOR'S HOURLY	VENDOR'S HOURLY	VENDOR'S HOURLY	EXTENDED COST PER
			(BASED ON HOURS/ YEAR IN 2020)	RATE Year 1	RATE YEAR 2 OPTIONAL RENEWAL	RATE YEAR 3 OPTIONAL RENEWAL	RATE YEAR 4 OPTIONAL RENEWAL	SERVICE
ACCOUNT MANAGEMENT	1. Account Services	Hour(s)	1,200	\$ 115.00	\$ 100.00	\$ 80.00	\$ 60.00	\$ 426,000.00
	2. General Account Management	Hour(s)	200	\$ 75.00	\$ 70.00	\$ 55.00	\$ 40.00	\$ 48,000.00
	3. Public Relations	Hour(s)	40	\$ 115.00	\$ 100.00	\$ 80.00	\$ 60.00	\$ 14,200.00
	4. Research Services	Hour(s)	40	\$ 135.00	\$ 120.00	\$ 95.00	\$ 75.00	\$ 17,000.00
MEDIA	5. Media Planning and Buying of Radio and Streaming Services	Hour(s)	100	\$ 75.00	\$ 70.00	\$ 55.00	\$ 40.00	\$ 24,000.00
	6. Media Planning and Buying of Television and Streaming Services	Hour(s)	300	\$ 75.00	\$ 70.00	\$ 55.00	\$ 40.00	\$ 72,000.00
	7. Media Planning and Buying of Newspaper	Hour(s)	100	\$ 75.00	\$ 70.00	\$ 55.00	\$ 40.00	\$ 24,000.00
	8. Media Planning and Buying of Outdoor Ads	Hour(s)	80	\$ 75.00	\$ 70.00	\$ 55.00	\$ 40.00	\$ 19,200.00
	9. Media Planning and Buying of Social Media	Hour(s)	80	\$ 75.00	\$ 70.00	\$ 55.00	\$ 40.00	\$ 19,200.00
CREATIVE	10. Illust/Layout/Design and Copywriting Adv.	Hour(s)	200	\$ 100.00	\$ 80.00	\$ 65.00	\$ 45.00	\$ 58,000.00
	11. Creative/Art Direction or Planning	Hour(s)	500	\$ 100.00	\$ 100.00	\$ 80.00	\$ 60.00	\$ 170,000.00
	12. Computer Graphics	Hour(s)	500	\$ 100.00	\$ 80.00	\$ 65.00	\$ 45.00	\$ 145,000.00
WEBSITE	13. Web Site Development and Maintenance	Hour(s)	700	\$ 115.00	\$ 100.00	\$ 80.00	\$ 60.00	\$ 248,500.00
	14. Web Hosting & Domain	Hour(s)	100	\$ 75.00	\$ 70.00	\$ 55.00	\$ 40.00	\$ 24,000.00
PRODUCTION	15. Printing	Hour(s)	200	\$ 75.00	\$ 70.00	\$ 55.00	\$ 40.00	\$ 48,000.00
	16. Film Production	Hour(s)	500	\$ 75.00	\$ 70.00	\$ 55.00	\$ 40.00	\$ 120,000.00
	17. Audio Production	Hour(s)	200	\$ 75.00	\$ 70.00	\$ 55.00	\$ 40.00	\$ 48,000.00
	18. Music Rights/ Trademark	Hour(s)	5	\$ 45.00	\$ 40.00	\$ 30.00	\$ 25.00	\$ 700.00
PROMOTIONS/ EVENTS	19. Sponsorships- Collegiate/ Fairs & Festivals	Hour(s)	35	\$ 45.00	\$ 40.00	\$ 30.00	\$ 25.00	\$ 4,900.00
	20. Marketing Promotions Planning, Materials, Prizes, Trips, and Accommodations	Hour(s)	200	\$ 75.00	\$ 65.00	\$ 50.00	\$ 40.00	\$ 46,000.00
	21. Promotion and Events Field Support	Hour(s)	100	\$ 75.00	\$ 65.00	\$ 50.00	\$ 40.00	\$ 23,000.00
TOTAL EXTENDED HOURLY COST								\$ 1,599,700.00

The sum of ESTIMATED HOURS (CONTRACT SERVICES 1-21) IS 5380 HOURS. The quantities shown are estimates only and may be more or less.

- B. Media Buying Add-on Years (Year one (1) plus optional renewals Years two (2) - four (4)):
 All Vendors responding to this RFQ must provide a percentage of add-on media buying activities (not to exceed 5%).
 This percentage will be multiplied by \$2,500,000 and added to that total.
 The total media buy of \$2,500,000 is arbitrary and the actual amount may not reach or may exceed this amount.

VENDOR'S ADD-ON FOR MEDIA BUYING TOTAL:

0% x \$2,500,000

\$ -

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

TOTAL BID AMOUNT:

\$ 1,599,700.00



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

State of West Virginia
 Request for Quotation
 34 - Service - Prof

Proc Folder: 766012

Doc Description: MARKETING AND ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2020-08-10	2020-08-24 13:30:00	CRFQ 0705 LOT2100000001	1

BID RECEIVING LOCATION
 BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR
 Vendor Name, Address and Telephone Number:
 Fahlgren, Inc. DBA Fahlgren Mortine
 4030 Easton Station, Suite 300
 Columbus, Ohio 43219
 (614)383-1621

FOR INFORMATION CONTACT THE BUYER
 Linda B Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X *Marty McDonald* FEIN # 550736802 DATE 9/2/2020
 All offers subject to all terms and conditions contained in this solicitation



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

State of West Virginia
 Request for Quotation
 34 — Service - Prof

Proc Folder: 766012

Doc Description: Addendum 1 - MARKETING AND ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2020-08-13	2020-09-03 13:30:00	CRFQ 0705 LOT2100000001	2

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

Fahlgren, Inc. DBA Fahlgren Mortine
 4030 Easton Station, Suite 300
 Columbus, Ohio 43219
 (614)383-1621

FOR INFORMATION CONTACT THE BUYER

Linda B Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X *Marty McDonald*

FEIN # 550736802

DATE 9/2/2020

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



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

State of West Virginia
 Request for Quotation
 34 - Service - Prof

Proc Folder: 766012

Doc Description: Addendum 2 - MARKETING AND ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2020-08-17	2020-09-03 13:30:00	CRFQ 0705 LOT2100000001	3

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

Fahlgren, Inc. DBA Fahlgren Mortine
 4030 Easton Station, Suite 300
 Columbus, Ohio 43219
 (614)383-1621

FOR INFORMATION CONTACT THE BUYER

Linda B Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X 

FEIN # 550736802

DATE 9/2/2020

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



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

State of West Virginia
 Request for Quotation
 34 – Service - Prof

Proc Folder: 766012

Doc Description: Addendum 3 - MARKETING AND ADVERTISING SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2020-08-21	2020-09-03 13:30:00	CRFQ 0705 LOT2100000001	4

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

Fahlgren, Inc. DBA Fahlgren Mortine
 4030 Easton Station, Suite 300
 Columbus, Ohio 43219
 (614)383-1621

FOR INFORMATION CONTACT THE BUYER

Linda B Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X

FEIN # 550736802

DATE 9/2/2020

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

DESIGNATED CONTACT: Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.



(Name, Title)

Marty McDonald, Executive Vice President

(Printed Name and Title)

4030 Easton Station, Suite 300 Columbus OH 43219

(Address)

(614)383-1621 Fax: (614)383-1501

(Phone Number) / (Fax Number)

marty.mcdonald@fahlgren.com

(email address)

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

Fahlgren Mortine

(Company)



(Authorized Signature) (Representative Name, Title)

Marty McDonald, Executive Vice President

(Printed Name and Title of Authorized Representative)

9/2/2020

(Date)

(614)383-1621 Fax: (614)383-1501

(Phone Number) (Fax Number)

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.:

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input checked="" type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Fahlgren Mortine

Company


Authorized Signature

9/2/2020

Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.

REQUEST FOR QUOTATION
MARKETING & ADVERTISING SERVICES

11. MISCELLANEOUS:

11.1. Contract Manager: During its performance of this Contract, Vendor must designate and maintain a primary contract manager responsible for overseeing Vendor's responsibilities under this Contract. The Contract manager must be available during normal business hours to address any customer service or other issues related to this Contract. Vendor should list its Contract manager and his or her contact information below.

Contract Manager: Marty McDonald, Executive Vice President

Telephone Number: (614)383-1621

Fax Number: (614)383-1501

Email Address: marty.mcdonald@fahlgren.com

12 LIQUIDATED DAMAGES:

12.1 According to West Virginia State Code §5A-3-4(a)(8), Vendor agrees that liquidated damages shall be imposed at any time during the course of the contract resulting from this Request for Quotation, or at any time during the course of possible renewal years, as described below. This clause shall in no way be considered exclusive and shall not limit the State or Lottery's right to pursue any other additional remedy to which the State or Lottery may have legal cause for action including further damages against the Vendor.

12.1.1 Liquidated damages for Vendor default may include, but are not limited to:

12.1.2 Failure to respond to a request for on-site staff within the specified sixty (60) minute timeframe requirement: **\$350 per incident per requested person.**

12.1.3 Failure to provide and maintain account staffing at the experience and educational levels of, or similar levels to, those originally proposed: **\$350 per day, per person.**

12.1.4 Failure to comply with the Covenant Related to Purchasing Lottery Tickets (Section 4.9): **Amount equal to the cash value of the prize won.**

12.1.5 Failure to meet documented deadlines due to carelessness or poor planning

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

CONSTRUCTION CONTRACTS: Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

ALL CONTRACTS: Under W. Va. Code §5A-3-10a, 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: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. 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.

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.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"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.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: Fahlgren Mortine

Authorized Signature: *Marty McDonald* Date: 9/2/2020

State of Ohio

County of Franklin, to-wit

Taken, subscribed, and sworn to before me this 02 day of September, 2020.

My Commission expires August 05, 2025.



John Garko, Jr.
Notary Public, State of Ohio
My Commission Expires 08/05/25

NOTARY PUBLIC *John Garko, Jr.*