



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 1

List View

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

Procurement Folder: 1952476

Procurement Type: Central Master Agreement

Vendor ID:

Legal Name: BULLDOG CREATIVE SERVICES LLC

Alias/DBA:

Total Bid: \$67,925,000.00

Response Date:

Response Time:

Responded By User ID:

First Name:

Last Name:

Email:

Phone:

SO Doc Code: CRFQ

SO Dept: 0506

SO Doc ID: HHR2600000002

Published Date: 5/13/26

Close Date: 5/28/26

Close Time: 13:30

Status: Closed

Solicitation Description:

Total of Header Attachments: 1

Total of All Attachments: 1

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Advertising Services	20.00000	HOUR	3396250.000000	67925000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Commodity Line Comments: We affirm we meet all qualifications and requirements for successful engagement on this solicitation.

Extended Description:

Vendors must complete the attached pricing pages issued with Addendum No. 1. A copy of the pricing page must be attached with your submitted bid if submitting electronically or in paper to show breakdown of pricing. The Overall total cost can be entered on this commodity line. Commodity Lines 2 through 11 have been inactivated.

**CRFQ HHR26*2 – Exhibit A – Pricing Pages
Revised on Addendum No. 1
ADVERTISING SERVICES**

Service	Estimated Hours	All-Inclusive Hourly Rate	Estimated Cost
Contract Administration/ Consultation	110	\$ 50	\$ 5,500.00
Account Services	2200	\$ 75	\$ 165,000.00
Television Production	50	\$ 75	\$ 3,750.00
Radio Production	110	\$ 75	\$ 8,250.00
Outdoor Advertising	40	\$ 75	\$ 3,000.00
Media Buys	700	\$ 60	\$ 42,000.00
Print Media	500	\$ 75	\$ 37,500.00
Internet/World Wide Web	75	\$ 90	\$ 6,750.00
Survey, Analysis, Evaluation	1200	\$ 60	72,000.00
Design and Copy	65	\$ 0	\$ 0
Data Acceptance and Transfer	10	\$ 0	\$ 0
Advertising Services/Hourly Rates Subtotal			\$ 343,750.00

A. Advertising Services/Hourly Rates

B. Media Buys Add-On:

All vendors responding to this RFQ must provide a percentage of add-on or "markup" for media buying activities if the vendor will charge the agency an add-on to the actual costs for media buys. Vendors not intending to charge an add-on will use an add-on percentage of Zero (0) with a multiplier of 1.0. If a vendor fails to provide an add-on percentage, it will be interpreted as no add-on for media buys during the life of the contract.

ADD-ON FOR MEDIA BUYS PERCENTAGE 11 %

Multiplier (Convert percentage to a decimal and add to 1) (For example, 10% would be .10 making the multiplier 1.10) \$2,750,000 is the amount of estimated media buys.

1.11 x \$2,750,000.00 = \$3,052,500.00 Media Buys Add-on Subtotal.

(See next page)

CRFQ HHR26*2 – Exhibit A – Pricing Pages
Revised on Addendum No. 1
ADVERTISING SERVICES

Advertising Services/Hourly Rates Subtotal (A): \$ 343,750.00

Media Buys Add-Ons Subtotal (B): \$ 3,052,500.00

Overall Total Cost: \$ 3,396,250.00

**(Advertising Services/Hourly Rates
Subtotal plus Media Buy Add-on Subtotal)**

Note: The estimated hours and media buys noted on the Pricing Page for service categories are estimates for evaluation purposes only; actual hours may be more or less.

Bulldog Creative Services

Vendor

By: Chris Michael, Bulldog Creative Services

Title: CEO

Date: 5/15/26

Address:

1400 Commerce Avenue

Huntington, WV 25701

Business Phone Number: 304.525.9600

Email: cmichael@bulldogcreative.com

Authorized Signature: 



**BULLDOG
CREATIVE
SERVICES**

small dog. big bite.™

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFO 0506 HHR260000002

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 type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input 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 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.

Bulldog Creative Services

Company



Authorized Signature

05/15/2026

Date

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