



117 SUMMERS STREET, CHARLESTON, WV 25301 (304)342-1200

**SEALED COST BID**

**BUYER:** ..... RW/FILE 22

**RFP NO.:** ..... HHR90023

**BID OPENING DATE:** ..... 8/6/2008

**BID OPENING TIME:** ..... 1:30 PM

**PLEASE PROVIDE A FAX NUMBER**

**IN CASE IT IS NECESSARY TO**

**CONTACT YOU REGARDING YOUR BID:** ..... (304) 342-1285

**CONTACT PERSON**

**(PLEASE PRINT CLEARLY):** Scot Drake

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Advertising - FY2009

### COST PROPOSAL

Grand Total Breakdown by task:

A Advertising Deliverables: Vendor internal agency costs

	All Inclusive Hourly Rate	Estimated Hours	Total Cost
1. Television	\$ <u>60.00</u>	<u>1,500</u>	<u>\$ 90,000.00</u>
2. Radio	\$ <u>25.00</u>	<u>3,700</u>	<u>\$ 92,500.00</u>
3. Survey & Analysis	\$ <u>35.00</u>	<u>700</u>	<u>\$ 24,500.00</u>
4. Print Media	\$ <u>60.00</u>	<u>450</u>	<u>\$ 27,000.00</u>
5. Outdoor Advertising	\$ <u>40.00</u>	<u>250</u>	<u>\$ 10,000.00</u>
6. Billboards (Rate per billboard)	\$ <u>40.00</u>	<u>100</u>	<u>\$ 4,000.00</u>
7. Evaluation	\$ <u>40.00</u>	<u>350</u>	<u>\$ 14,000.00</u>
8. Website	\$ <u>40.00</u>	<u>250</u>	<u>\$ 10,000.00</u>
9. Contract Administration	\$ <u>60.00</u>	<u>120</u>	<u>\$ 7,200.00</u>
10. Consultation	\$ <u>60.00</u>	<u>250</u>	<u>\$ 15,000.00</u>
11. Program Specific Event Planning/Related Costs	\$ <u>60.00</u>	<u>600</u>	<u>\$ 36,000.00</u>
Sub Total			<u>\$ 330,200.00</u>

NOTE: Vendor shall provide hourly rate information. Vendor shall also provide information regarding hourly rate reductions for any minimum number of hours purchased. **The estimated hours are for bid purposes only.**

Travel and all miscellaneous expenses **shall** be included within all rates.

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B. Media Buying Add-on:

Add-on for Media Buying is 4 %

All Vendors responding to this RFP must provide a percentage of add-on for media buying activities, if the Vendor plans to charge an add-on. This percentage will be multiplied by \$2,750,000.00. If the Vendor fails to provide an add-on percentage quote, it shall be interpreted to mean that no add-on charge is required and none shall be granted.

Bidder's Add-on for Media Buying is:

4 % (flat rate) times \$2,750,000.00 = Sub Total \$ 110,000.00

C. Add-on for Sub-Contracted Purchases:

Bidder's add-on for Sub-Contracted Purchases is 10 %

All Vendors responding to this RFP must provide a percentage of add-on for purchases from sub-contractors. This percentage will be multiplied by \$500,000.00. If the Vendor fails to provide an add-on percentage quote, it shall be interpreted to mean that no add-on charge is required and none shall be granted.

Bidder's add-on for Sub-Contracted Purchases is:

10 % times \$500,000.00 = Sub Total \$ 50,000.00

**Total Cost of Proposal \$ 490,200.00**

## 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. All quotations are governed by the *West Virginia Code* and the *Legislative Rules* of the Purchasing Division.
4. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
5. 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.
6. Payment may only be made after the delivery and acceptance of goods or services.
7. Interest may be paid for late payment in accordance with the *West Virginia Code*.
8. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
9. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
10. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
11. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern all rights and duties under the Contract, including without limitation the validity of this Purchase Order/Contract.
12. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
13. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, this Contract may be deemed null and void, and terminated without further order.
14. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, and available online at the Purchasing Division's web site (<http://www.state.wv.us/admin/purchase/vrc/hipaa.htm>) 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.
15. **WEST VIRGINIA ALCOHOL & DRUG-FREE WORKPLACE ACT:** If this Contract constitutes a public improvement construction contract as set forth in Article 1D, Chapter 21 of the West Virginia Code ("The West Virginia Alcohol and Drug-Free Workplace Act"), then the following language shall hereby become part of this Contract: "The contractor and its subcontractors shall implement and maintain a written drug-free workplace policy in compliance with the West Virginia Alcohol and Drug-Free Workplace Act, as set forth in Article 1D, Chapter 21 of the West Virginia Code. The contractor and its subcontractors shall provide a sworn statement in writing, under the penalties of perjury, that they maintain a valid drug-free work place policy in compliance with the West Virginia Alcohol and Drug-Free Workplace Act. It is understood and agreed that this Contract shall be cancelled by the awarding authority if the Contractor: 1) Fails to implement its drug-free workplace policy; 2) Fails to provide information regarding implementation of the contractor's drug-free workplace policy at the request of the public authority; or 3) Provides to the public authority false information regarding the contractor's drug-free workplace policy."

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### INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division.
2. **SPECIFICATIONS:** 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. Complete all sections of the quotation form.
4. Unit prices shall prevail in case of discrepancy.
5. All quotations are considered FOB destination unless alternate shipping terms are clearly identified in the quotation.
6. **BID SUBMISSION:** 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.