



West Virginia Purchasing Division

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.

Header

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Procurement Folder: 155925

Procurement Type: Central Master Agreement

Vendor ID: 000000208533

Legal Name: FAHLGREN NC

Alias/DBA:

Total Bid: \$63,775.00

Response Date: 03/07/2016

Response Time: 13:54

SO Doc Code: CRFQ

SO Dept: 0803

SO Doc ID: DOT1600000067

Published Date: 3/9/16

Close Date: 3/22/16

Close Time: 13:30

Status: Closed

Solicitation Description: ADDENDUM 3 PRCFSSIONAL
ADVERTISING SERVICES

Total of Header Attachments: 0

Total of All Attachments: 0



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

State of West Virginia
 Solicitation Response

Proc Folder : 155925

Solicitation Description : ADDENDUM 3 PROFESSIONAL ADVERTISING SERVICES

Proc Type : Central Master Agreement

Date issued	Solicitation Closes	Solicitation No	Version
	2016-03-22 13:30:00	SR 0803 ESR03071600000004103	1

VENDOR
000000208533 FAHLGREN INC

FOR INFORMATION CONTACT THE BUYER
 Misty DeLong
 (304) 558-8802
 misty.m.delong@wv.gov

Signature X FEIN # DATE

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

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Exhibit A Total	1.00000	EA	\$63,775.000000	\$63,775.00

Comm Code	Manufacturer	Specification	Model #
82100000			

Extended Description : Vendors should enter the total entered on Exhibit A in this commodity line.
Vendors shall submit pricing using Exhibit A Pricing Pages. Evaluation and Award of this contract will be based on Exhibit A Pricing Pages. The total entered in the WVOasis Commodity line will not be evaluated.

Section A. Billable Services -

Vendor shall provide an all-inclusive, firm, fixed hourly rate for each Contract Item that shall be for the life of the contract.

CATEGORY	CONTRACT ITEMS	Estimated Number of Hours	All-Inclusive Hourly Rate	Extended Total
Account Management	1) Contract Administration	25	\$45	\$1,125
	2) Consultation	10	\$125	\$1,250
	3) General Accounting	10	-	-
	4) Third Party Procurement	15	\$100	\$1,500
Production	1) Television/Video	50	\$80	\$4,000
	2) Radio/Audio	50	\$80	\$4,000
	3) Application Development	30	\$125	\$3,750
Media Planning and Buying	1) Television/Video	550	\$45	\$24,750
	2) Radio/Audio	30	\$45	\$1,350
	3) On-line Advertising	10	\$125	\$1,250
	4) Outdoor Advertising	50	\$45	\$2,250
	5) Print Advertising	10	\$45	\$450
	6) Research (Pre-Campaign)	10	\$125	\$1,250
Design and Copy	1) Graphic Design	40	\$75	\$3,000
	2) Writing Copy	5	\$125	\$625
	3) Copy Editing	5	\$80	\$400
	4) Interactive and/or Web	30	\$80	\$2,400
Event and/or Promotional	1) Manpower/Staffing	30	\$75	\$2,250
	2) Planning and Procurement	10	\$110	\$1,100
Post Campaign Measurements	1) Impression Tracking	10	\$75	\$750
	2) Surveying	3	\$125	\$375
	3) Campaign Analysis	20	\$110	\$2,200
Media Training	1) Training	5	\$125	\$625
Public/Media Relations	1) Press Conferences	5	\$125	\$625
TOTAL EXTENDED BID PRICE OF SECTION A.				\$61,275

Section B. Media Buy Add-On (Mark-Up) -

Vendors shall provide a percentage of add-on, for purchases for media buying activities that shall be for the life of the contract.

Vendors must provide a percentage of add-on for purchases for media buying activities. If the Vendor intends to charge an add-on to their actual costs for media buying activities, the Vendor shall follow the formula below to determine their bid amount. If the Vendor does not intend to charge an add-on, the Vendor will use a percentage of zero (0) and multiplier of 1.0. If the Vendor fails to provide an add-on percentage, the WVDOT shall interpret this to mean that no add-on will be applied to their media buy costs during the life of the contract.

Add-on/mark-up for media buys shall be _____ % (percentage). (Example: 10%)

For evaluating purposes, to establish the multiplier, convert the above percentage (ex. 10%) to a decimal (.10) and add 1 to establish the multiplier of 1.10. Calculate as follows:

Example Bid %	Estimated Usage	Example Section B Total
1.10	\$25,000.00	\$27,500.00

Bid Percentage	Estimated Usage	Total Extended Bid Price for Section B.
10%	\$25,000.00	2,500
GRAND TOTAL OF SECTION A and SECTION B		\$63,775

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFQ D011600000067

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 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 Martine
Company

[Signature]
Authorized Signature

3/7/2016
Date

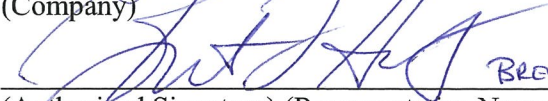
NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.

CERTIFICATION AND SIGNATURE PAGE

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 Martine

(Company)



BRENT L. HOLBERT, CFO/TREASURER

(Authorized Signature) (Representative Name, Title)

(614) 383-1500 (614) 383-1501 3/7/2016

(Phone Number) (Fax Number) (Date)

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

MANDATE: 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 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, Inc. (dba Fahlgren Mortine)

Authorized Signature: _____ Date: 3/7/2016

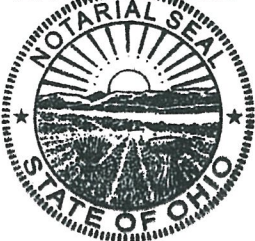
State of Ohio

County of Franklin, to-wit:

Taken, subscribed, and sworn to before me this 7 day of March, 2016.

My Commission expires August 5, 2020.

AFFIX SEAL HERE



John Garko, Jr.
Notary Public, State of Ohio
My Commission Expires 08-05-2020

NOTARY PUBLIC

John Garko, Jr.

Purchasing Affidavit (Revised 08/01/2015)