



# 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

List View

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

|   |   |
|---|---|
| <b>Procurement Folder:</b> 155925                 | <b>SO Doc Code:</b> CRFQ  |
| <b>Procurement Type:</b> Central Master Agreement | <b>SO Dept:</b> 0803  |
| <b>Vendor ID:</b> 000000174364                    | <b>SO Doc ID:</b> DOT1600000067   |
| <b>Legal Name:</b> STONEWALL RETAIL MARKETING INC | <b>Published Date:</b> 3/9/16   |
| <b>Alias/DBA:</b>                                 | <b>Close Date:</b> 3/22/16  |
| <b>Total Bid:</b> \$59,700.00                     | <b>Close Time:</b> 13:30  |
| <b>Response Date:</b> 03/21/2016                  | <b>Status:</b> Closed   |
| <b>Response Time:</b> 14:34                       | <b>Solicitation Description:</b> ADDENDUM 3 PROFESSIONAL ADVERTISING SERVICES |
| <b>Total of Header Attachments:</b> 0             |   |
| <b>Total of All Attachments:</b> 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<br>13:30:00 | SR 0803 ESR03211600000004343 | 1       |

| <b>VENDOR</b>                                  |
|--|
| 000000174364<br>STONEWALL RETAIL MARKETING 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         | \$59,700.000000 | \$59,700.00                 |

| 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.



**DOT1600000067**

**SUBMITTED VIA WVOASIS ON MARCH 21, 2016**

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**THIS ATTACHMENT INCLUDES:**

- 1. CENTRAL MASTER AGREEMENT**
- 2. CONTRACT MANAGER**
- 3. CERTIFICATION AND SIGNATURE PAGE**
- 4. ADDENDUM ACKNOWLEDGEMENT FORM FOR THREE ADDENDUMS**
- 5. CERTIFICATE OF LIABILITY INSURANCE**
- 6. PURCHASING AFFIDAVIT**
- 7. VENDOR PREFERENCE CERTIFICATE**

**EXHIBIT A – PRICING PAGE UNDER SEPARATE FILE ATTACHMENT**



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: 155925

Doc Description: PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES

Proc Type: Central Master Agreement

| Date Issued | Solicitation Closes    | Solicitation No         | Version |
|-------------|------------------------|-------------------------|---------|
| 2016-01-21  | 2016-02-24<br>13:30:00 | CRFQ 0803 DOT1600000067 | 1       |

**BID RECEIVING LOCATION**

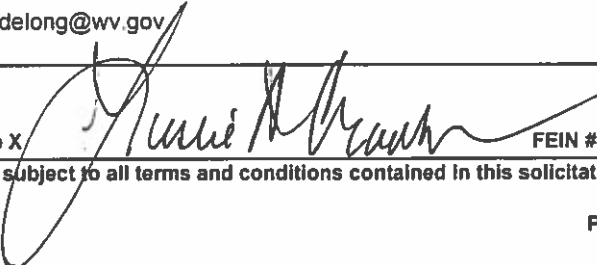
BID CLERK  
 DEPARTMENT OF ADMINISTRATION  
 PURCHASING DIVISION  
 2019 WASHINGTON ST E  
 CHARLESTON WV 25305  
 US

**VENDOR**

Vendor Name, Address and Telephone Number:

**FOR INFORMATION CONTACT THE BUYER**

Misty DeLong  
 (304) 558-8802  
 misty.m.delong@wv.gov

Signature X  FEIN # 31.1737497 DATE 2.16.16

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

**ADDITIONAL INFORMAITON:**

The West Virginia Purchasing Division is soliciting bids on behalf of the West Virginia Department of Transportation (WVDOT) to establish an open-end contract for professional advertising, promotional and marketing services for the WVDOT Agency/Divisions: WV Division of Highways, WV Division of Motor Vehicles, WV Public Transit, WV Public Port Authority, WV State Rail Authority and WV Aeronautics Commission.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc     | Qty       | Unit Issue | Unit Price | Total Price |
|------|------------------|-----------|------------|------------|-------------|
| 1    | Video Production | 100.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

**Extended Description :**  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
VIDEO PRODUCTION

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc     | Qty       | Unit Issue | Unit Price | Total Price |
|------|------------------|-----------|------------|------------|-------------|
| 2    | Audio Production | 100.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

**Extended Description :**  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
AUDIO PRODUCTION

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc | Qty       | Unit Issue | Unit Price | Total Price |
|------|--------------|-----------|------------|------------|-------------|
| 3    | Media Buys   | 600.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
MEDIA BUYS

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc       | Qty      | Unit Issue | Unit Price | Total Price |
|------|--------------------|----------|------------|------------|-------------|
| 4    | Outdoor Activities | 50.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
OUTDOOR ADVERTISING

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc | Qty      | Unit Issue | Unit Price | Total Price |
|------|--------------|----------|------------|------------|-------------|
| 5    | Print Media  | 50.00000 | HOUR       |            |             |



| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
PRINT MEDIA

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc           | Qty      | Unit Issue | Unit Price | Total Price |
|------|------------------------|----------|------------|------------|-------------|
| 6    | Internet/Worldwide Web | 25.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
INTERNET/WORLDWIDE WEB

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc                              | Qty       | Unit Issue | Unit Price | Total Price |
|------|---|-----------|------------|------------|-------------|
| 7    | Market Research, Pre and Post<br>Campaign | 200.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
MARKET RESEARCH, PRE AND POST CAMPAIGN

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc   | Qty      | Unit Issue | Unit Price | Total Price |
|------|----------------|----------|------------|------------|-------------|
| 8    | Media Training | 40 00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

**Extended Description :**  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
MEDIA TRAINING

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc    | Qty      | Unit Issue | Unit Price | Total Price |
|------|-----------------|----------|------------|------------|-------------|
| 9    | Design and Copy | 50 00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

**Extended Description :**  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
DESIGN AND COPY

| SCHEDULE OF EVENTS |
|--------------------|
|--------------------|

| Line | Event                              | Event Date |
|------|------------------------------------|------------|
| 1    | Mandatory Pre-bid Meeting 10:00 AM | 2016-01-27 |
| 2    | Technical Questions Due            | 2016-02-08 |

|                      |                                |   |                              |
|----------------------|--------------------------------|---|------------------------------|
| <b>DOT1600000067</b> | <b>Document Phase</b><br>Final | <b>Document Description</b><br>PROFESSIONAL ADVERTISING, PROM<br>OTIONAL & MARKETING SERVICES | <b>Page 6</b><br><b>of 6</b> |
|----------------------|--------------------------------|---|------------------------------|

**ADDITIONAL TERMS AND CONDITIONS**

See attached document(s) for additional Terms and Conditions

REQUEST FOR QUOTATION  
Professional Advertising, Promotional and Marketing Services

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to the Solicitation unless a contract modification is approved in accordance with the provisions contained in this Contract.

- 8.2 Vendor Supply:** Vendor must carry sufficient inventory of the Contract Items being offered to fulfill its obligations under this Contract. By signing its bid, Vendor certifies that it can supply the Contract Items contained in its bid response.
- 8.3 Reports:** Vendor shall provide quarterly reports and annual summaries to the Agency showing the Agency's items purchased, quantities of items purchased and total dollar value of the items purchased. Vendor shall also provide reports, upon request, showing the items purchased during the term of this Contract, the quantity purchased for each of those items and the total value of purchases for each of those items. Failure to supply such reports may be grounds for cancellation of this Contract.
- 8.4 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: Leslie Crooks  
Telephone Numbers: 740.373.2334  
Fax Number: 740.373.3105  
Email Address: LCROOKS@Stonewallgroup.com

**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.

Renewall Retail Marketing, Inc  
(Company)

Leslie Crooks, Leslie Crooks, PRESIDENT  
(Authorized Signature) (Representative Name, Title)

740.373.2334 740.373.3105 3.18.16  
(Phone Number) (Fax Number) (Date)

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: DOT160000067**

**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.

Stonewall Retail Marketing  
Company  
James A. Crook  
Authorized Signature  
3.21.16  
Date

**NOTE:** This addendum acknowledgment should be submitted with the bid to expedite document processing.  
Revised 6/8/2012

**SOLICITATION NUMBER: CRFQ DOT1600000067**  
**Addendum Number: 1**

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The purpose of this addendum is to modify the solicitation identified as (“Solicitation”) to reflect the change(s) identified and described below.

**Applicable Addendum Category:**

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

**Description of Modification to Solicitation:**

1. Change bid opening date from February 24, 2016 to March 02, 2016 at 1:30 PM, EST.

No other changes made.

**Additional Documentation:** Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

**Terms and Conditions:**

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

# ATTACHMENT A





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: 155925

Doc Description: ADDENDUM 1 PROFESSIONAL ADVERTISING SERVICES

Proc Type: Central Master Agreement

| Date Issued | Solicitation Closes    | Solicitation No         | Version |
|-------------|------------------------|-------------------------|---------|
| 2016-02-11  | 2016-03-02<br>13:30:00 | CRFQ 0803 DOT1600000067 | 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:

**FOR INFORMATION CONTACT THE BUYER**

Misty DeLong  
 (304) 558-8802  
 misty.m.delong@wv.gov

Signature X *Justin A Crooks* FEIN # *31.1737497* DATE *2.16.16*

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

**ADDITIONAL INFORMATION:**

Addendum 1 - Extend Bid opening from 2/24/2016 to 03/02/2016 at 1:30 PM, EST. No other changes made.

The West Virginia Purchasing Division is soliciting bids on behalf of the West Virginia Department of Transportation (WVDOT) to establish an open-end contract for professional advertising, promotional and marketing services for the WVDOT Agency/Divisions: WV Division of Highways, WV Division of Motor Vehicles, WV Public Transit, WV Public Port Authority, WV State Rail Authority and WV Aeronautics Commission.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc     | Qty       | Unit Issue | Unit Price | Total Price |
|------|------------------|-----------|------------|------------|-------------|
| 1    | Video Production | 100.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

**Extended Description :**  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
VIDEO PRODUCTION

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc     | Qty       | Unit Issue | Unit Price | Total Price |
|------|------------------|-----------|------------|------------|-------------|
| 2    | Audio Production | 100.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

**Extended Description :**  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
AUDIO PRODUCTION

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc | Qty       | Unit Issue | Unit Price | Total Price |
|------|--------------|-----------|------------|------------|-------------|
| 3    | Media Buys   | 600.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
MEDIA BUYS

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc       | Qty      | Unit Issue | Unit Price | Total Price |
|------|--------------------|----------|------------|------------|-------------|
| 4    | Outdoor Activities | 50.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
OUTDOOR ADVERTISING

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc | Qty      | Unit Issue | Unit Price | Total Price |
|------|--------------|----------|------------|------------|-------------|
| 5    | Print Media  | 50.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
PRINT MEDIA

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc           | Qty      | Unit Issue | Unit Price | Total Price |
|------|------------------------|----------|------------|------------|-------------|
| 6    | Internet/Worldwide Web | 25.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
INTERNET/WORLDWIDE WEB

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc                              | Qty       | Unit Issue | Unit Price | Total Price |
|------|---|-----------|------------|------------|-------------|
| 7    | Market Research, Pre and Post<br>Campaign | 200.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
MARKET RESEARCH, PRE AND POST CAMPAIGN

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc   | Qty      | Unit Issue | Unit Price | Total Price |
|------|----------------|----------|------------|------------|-------------|
| 8    | Media Training | 40.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
MEDIA TRAINING

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc    | Qty      | Unit Issue | Unit Price | Total Price |
|------|-----------------|----------|------------|------------|-------------|
| 9    | Design and Copy | 50.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
PROFESSIONAL ADVERTISING, PROMOTIONAL & MARKETING SERVICES -  
DESIGN AND COPY

| SCHEDULE OF EVENTS |  |  |
|--------------------|--|--|
|--------------------|--|--|

| Line | Event                              | Event Date |
|------|------------------------------------|------------|
| 1    | Mandatory Pre-bid Meeting 10.00 AM | 2016-01-27 |
| 2    | Technical Questions Due            | 2016-02-08 |

|                      |                                |   |                              |
|----------------------|--------------------------------|---|------------------------------|
| <b>DOT1600000067</b> | <b>Document Phase</b><br>Final | <b>Document Description</b><br>ADDENDUM 1 PROFESSIONAL ADVERT<br>ISING SERVICES | <b>Page 6</b><br><b>of 6</b> |
|----------------------|--------------------------------|---|------------------------------|

**ADDITIONAL TERMS AND CONDITIONS**

See attached document(s) for additional Terms and Conditions

# SOLICITATION NUMBER: CRFQ DOT1600000067

## Addendum Number: 2

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The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

### Applicable Addendum Category:

- | Modify bid opening date and time
- | Modify specifications of product or service being sought
- | Attachment of vendor questions and responses
- | Attachment of pre-bid sign-in sheet
- | Correction of error
- | Other

### Description of Modification to Solicitation:

1. Extend Technical Questions Deadline from 02/08/2016 to 03/01/2016.
2. Extend Bid Opening from 03/02/2016 to 03/15/2016 at 1:30 PM, EST.
3. Attach Technical Questions and Responses submitted prior to 02/08/2016.
4. Attach Revised Specifications and Remove original Specifications.
5. Attach Exhibit A Pricing Page - Vendor Shall use this pricing page for submitting pricing
6. Remove Commodity Lines from WVOasis Solicitation.

No other changes made.

**Additional Documentation:** Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

### Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.



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: 155925

Doc Description: ADDENDUM 2 PROFESSIONAL ADVERTISING SERVICES

Proc Type: Central Master Agreement

| Date Issued | Solicitation Closes    | Solicitation No         | Version |
|-------------|------------------------|-------------------------|---------|
| 2016-02-22  | 2016-03-15<br>13:30:00 | CRFQ 0803 DOT1600000067 | 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:

**FOR INFORMATION CONTACT THE BUYER**

Misty DeLong  
 (304) 558-8802  
 misty.m.delong@wv.gov

Signature X

FEIN # 31-1737497

DATE 3.21.16

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



**ADDITIONAL INFORMATION:****Addendum 2 -**

1. Extend Technical Questions Deadline from 02/08/2016 to 03/01/2016.
2. Extend Bid Opening from 03/02/2016 to 03/15/2016 at 1:30 PM, EST.
3. Attach Technical Questions and Responses submitted prior to 02/08/2016.
4. Attach Revised Specifications and Remove original Specifications.
5. Attach Exhibit A Pricing Page - Vendor Shall use this pricing page for submitting pricing
6. Remove Commodity Lines from WVOasis Solicitation.

No other changes made.

Addendum 1 - Extend Bid opening from 2/24/2016 to 03/02/2016 at 1:30 PM, EST. No other changes made.

The West Virginia Purchasing Division is soliciting bids on behalf of the West Virginia Department of Transportation (WVDOT) to establish an open-end contract for professional advertising, promotional and marketing services for the WVDOT Agency/Divisions: WV Division of Highways, WV Division of Motor Vehicles, WV Public Transit, WV Public Port Authority, WV State Rail Authority and WV Aeronautics Commission.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc    | Qty     | Unit Issue | Unit Price | Total Price |
|------|-----------------|---------|------------|------------|-------------|
| 1    | Exhibit A Total | 1.00000 | EA         |            |             |

| 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.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty       | Unit Issue | Unit Price | Total Price |
|------|---------------------------|-----------|------------|------------|-------------|
| 2    | Addendum 2 - Line Removed | 100.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

**Extended Description :**

Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty       | Unit Issue | Unit Price | Total Price |
|------|---------------------------|-----------|------------|------------|-------------|
| 3    | Addendum 2 - Line Removed | 600.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty      | Unit Issue | Unit Price | Total Price |
|------|---------------------------|----------|------------|------------|-------------|
| 4    | Addendum 2 - Line Removed | 50.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty      | Unit Issue | Unit Price | Total Price |
|------|---------------------------|----------|------------|------------|-------------|
| 5    | Addendum 2 - Line Removed | 50.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

**Extended Description :**

Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty      | Unit Issue | Unit Price | Total Price |
|------|---------------------------|----------|------------|------------|-------------|
| 6    | Addendum 2 - Line Removed | 25.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

**Extended Description :**

Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty       | Unit Issue | Unit Price | Total Price |
|------|---------------------------|-----------|------------|------------|-------------|
| 7    | Addendum 2 - Line Removed | 200.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

**Extended Description :**

Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty      | Unit Issue | Unit Price | Total Price |
|------|---------------------------|----------|------------|------------|-------------|
| 8    | Addendum 2 - Line Removed | 40.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

**Extended Description :**

Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty      | Unit Issue | Unit Price | Total Price |
|------|---------------------------|----------|------------|------------|-------------|
| 9    | Addendum 2 - Line Removed | 50.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

**Extended Description :**

Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

**SCHEDULE OF EVENTS**

| Line | Event                              | Event Date |
|------|------------------------------------|------------|
| 1    | Mandatory Pre-bid Meeting 10:00 AM | 2016-01-27 |
| 2    | Technical Questions Due            | 2016-03-01 |

|                      |                                |   |                       |
|----------------------|--------------------------------|---|-----------------------|
| <b>DOT1600000067</b> | <b>Document Phase</b><br>Draft | <b>Document Description</b><br>ADDENDUM 2 PROFESSIONAL ADVERTISING SERVICES | <b>Page 6</b><br>of 6 |
|----------------------|--------------------------------|---|-----------------------|

**ADDITIONAL TERMS AND CONDITIONS**

See attached document(s) for additional Terms and Conditions

# ATTACHMENT A

Professional Advertising, Promotional and Marketing Services  
Addendum #2 CRFQ DOT1600000067

To provide additional information, comments and response to Vendor posed questions:

- Comment #1 The current contract specifications shall be removed in their entirety and replaced with the contract specifications titled REVISED 02-17-2016.
- Comment #2 A new Exhibit A. Pricing Page titled REVISED Exhibit A Pricing Page 02-19-2016 has been established and shall be used by the Vendors when submitting pricing for evaluation. Vendors shall not submit pricing per the commodity lines as the commodity lines will not be evaluated.
- Comment #3 Regarding Section 40, Reports, of the Terms and Conditions and Section 8.3, Reports, of the Contract Specifications, "No additional costs will be paid to the awarded Vendor for any requested reports not associated with Research and Campaign Analysis."
- Comment #4 An example of Media Reporting from a recent WVDOT campaign is attached for information purposes only.
- Question #1 Will WVDOT be issuing an addendum to this CRFQ address media commission and out of pocket invoicing?
- Response #1 Please see REVISED contract specifications and REVISED pricing page.
- Question #2 Will WVDOT be issuing an addendum to this CRFQ to address account service and event staffing?
- Response #2 Please see REVISED contract specifications and REVISED pricing page.
- Question #3 Will WVDOT be issuing an addendum to this CRFQ to address invoicing for direct expenses related to the purchase of paid media?
- Response #3 Please see REVISED contract specifications and REVISED pricing page.

REQUEST FOR QUOTATION  
Professional Advertising, Promotional and Marketing Services

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- 7.2 The following remedies shall be available to Agency upon default.
- 7.2.1 Immediate cancellation of the Contract.
  - 7.2.2 Immediate cancellation of one or more delivery orders issued under this Contract.
  - 7.2.3 Any other remedies available in law or equity.

**8. MISCELLANEOUS:**

- 8.1 No Substitutions:** Vendor shall supply only Contract Items submitted in response to the Solicitation unless a contract modification is approved in accordance with the provisions contained in this Contract.
- 8.2 Vendor Supply:** Vendor must carry sufficient inventory and staff of the Contract Items being offered to fulfill its obligations under this Contract. By signing its bid, the Vendor certifies that it can supply the staff and Contract Items contained in its bid response.
- 8.3 Reports:** Vendor shall provide quarterly reports and annual summaries to the Agency showing the Agency's items purchased, quantities of items purchased and total dollar value of the items purchased. Vendor shall also provide reports, upon request, showing the items purchased during the term of this Contract, the quantity purchased for each of those items and the total value of purchases for each of those items. Failure to supply such reports may be grounds for cancellation of this Contract.

No additional costs will be paid to the awarded Vendor for any requested reports not associated with Research and Campaign analysis.

- 8.4 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: Leslie Crooks  
Telephone Numbers: 740.373.2334  
Fax Number: 746.373.3105  
Email Address: LCROOKS@STONEWALLGROUP.COM



**SOLICITATION NUMBER:** CRFQ DOT1600000067

**Addendum Number: 3**

---

The purpose of this addendum is to modify the solicitation identified as (“Solicitation”) to reflect the change(s) identified and described below.

**Applicable Addendum Category:**

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

**Description of Modification to Solicitation:**

1. Extend bid opening date from March 15, 2016 to March 22, 2016 at 1:30 PM, EST.
2. Attach vendor questions and responses.
3. Attachment of pre-bid sign-in sheet

No other changes made.

**Additional Documentation:** Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

**Terms and Conditions:**

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

# ATTACHMENT A

Professional Advertising, Promotional and Marketing Services  
Addendum #3 CRFQ DOT1600000067

To provide comments and response to Vendor posed questions:

- Comment #1 Pricing Page -- To clarify the intent of the Section B. Media Buy Add-On (Mark-Up) of the Pricing Page – Section B is requesting a percentage figure that the Vendor intends to charge for any add-on to their actual costs for media buying activities. The calculation example shall provide a Total Extended Bid Price for Section B which shall be added to the Total Extended Bid Price of Section A to arrive at the low-bid vendor.
- Question #1 Is the \$25,000 used in the pricing page example the Net Amount or the Gross Amount:
- Response #1 Net Amount.
- Question #2 Is the amount billable to DOH during the life of the contract the net amount plus mark-up or the gross amount plus mark-up?
- Response #2 Net Amount
- Question #3 Some media outlets do not offer an Ad agency discount, and instead pay the Ad Agency a rebate on a regular basis. This rebate is typically equal to the 15% agency discount. Do media rebates on behalf of DOH need to be returned to the DOH or factored into the Net amount of media being purchased and stated up front?
- Response #3 All rebates shall be returned to the WVDOT and shall be identified on the final invoice of a project/campaign.
- Question #4 Is the media placement service allowed to be sub-contracted to a third party vendor. If yes, does the Ad Agency placing the bid have to include the amount of mark-up being charged by the subcontractor on the pricing page. If the subcontractor is billing at gross, that is equal to a 15% of mark-up on the Net Amount.
- Response #4 The awarded Vendor may use sub-contractors for media placement. The WVDOT will only pay the awarded Vendor the agreed upon/bid awarded price per hourly rate and/or the Media Buy Add-On (Mark-Up) cost plus percentage. Any percentage mark-up from a sub-contractor shall be negotiated between the awarded Vendor and sub-contractor.
- Question #5 In-state vendors receive a 2.5% to 5% vendor preference over out-of-state vendors. There are two media rates – in-state and out-of-state, the in-state rate being the cheaper rate. Will Ad Agencies who receive the in-state vendor preference be required to purchase media at the in-state rate? To restate the question, will the media invoices for vendors claiming in-state preference be required to be sent to an in-state address and will the insertion orders be required to be sent from an in-state address?
- Response #5 We are unclear of the actual question; however, regarding the Vendor Preference, the percentage is applied to an out-of-state Vendor's bid during the bid evaluation period and applied to the Grand Total of Section A and Section B bid amount to determine the low-bid awarded vendor. The Vendor Preference is not applied at any other point of the contract.



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: 155925

Doc Description: ADDENDUM 3 PROFESSIONAL ADVERTISING SERVICES

Proc Type: Central Master Agreement

| Date Issued | Solicitation Closes    | Solicitation No         | Version |
|-------------|------------------------|-------------------------|---------|
| 2016-03-09  | 2016-03-22<br>13:30:00 | CRFQ 0803 DOT1600000067 | 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:

**FOR INFORMATION CONTACT THE BUYER**

Misty DeLong  
 (304) 558-8802  
 misty.m.delong@wv.gov

Signature *[Handwritten Signature]* FEIN # 31-1737497 DATE 3.21.16  
 All offers subject to all terms and conditions contained in this solicitation

**ADDITIONAL INFORMATION:**

Addendum 3 -

1. Extend bid opening date from March 15, 2016 to March 22, 2016 at 1:30 PM, EST.
2. Attach vendor questions and responses.
3. Attach pre-bid meeting sign in sheet.

No other changes made.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc    | Qty     | Unit Issue | Unit Price | Total Price |
|------|-----------------|---------|------------|------------|-------------|
| 1    | Exhibit A Total | 1.00000 | EA         |            |             |

| 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.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty       | Unit Issue | Unit Price | Total Price |
|------|---------------------------|-----------|------------|------------|-------------|
| 2    | Addendum 2 - Line Removed | 100.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

**Extended Description :**

Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty       | Unit Issue | Unit Price | Total Price |
|------|---------------------------|-----------|------------|------------|-------------|
| 3    | Addendum 2 - Line Removed | 600.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty      | Unit Issue | Unit Price | Total Price |
|------|---------------------------|----------|------------|------------|-------------|
| 4    | Addendum 2 - Line Removed | 50.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty      | Unit Issue | Unit Price | Total Price |
|------|---------------------------|----------|------------|------------|-------------|
| 5    | Addendum 2 - Line Removed | 50.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :

Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty      | Unit Issue | Unit Price | Total Price |
|------|---------------------------|----------|------------|------------|-------------|
| 6    | Addendum 2 - Line Removed | 25.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :

Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty       | Unit Issue | Unit Price | Total Price |
|------|---------------------------|-----------|------------|------------|-------------|
| 7    | Addendum 2 - Line Removed | 200.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :

Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty      | Unit Issue | Unit Price | Total Price |
|------|---------------------------|----------|------------|------------|-------------|
| 8    | Addendum 2 - Line Removed | 40.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

| INVOICE TO  |         | SHIP TO   |          |
|---|---------|---|----------|
| VARIOUS AGENCY LOCATIONS<br>AS INDICATED BY ORDER |         | STATE OF WEST VIRGINIA<br>VARIOUS LOCATIONS AS INDICATED BY ORDER |          |
| No City   | WV99999 | No City   | WV 99999 |
| US  |         | US  |          |

| Line | Comm Ln Desc              | Qty      | Unit Issue | Unit Price | Total Price |
|------|---------------------------|----------|------------|------------|-------------|
| 9    | Addendum 2 - Line Removed | 50.00000 | HOUR       |            |             |

| Comm Code | Manufacturer | Specification | Model # |
|-----------|--------------|---------------|---------|
| 82100000  |              |               |         |

Extended Description :  
Addendum 2 - Vendor shall enter pricing in Exhibit A Pricing Page.

**SCHEDULE OF EVENTS**

| Line | Event                              | Event Date |
|------|------------------------------------|------------|
| 1    | Mandatory Pre-bid Meeting 10:00 AM | 2016-01-27 |
| 2    | Technical Questions Due            | 2016-03-01 |



|                      |                                |   |                              |
|----------------------|--------------------------------|---|------------------------------|
| <b>DOT1600000067</b> | <b>Document Phase</b><br>Final | <b>Document Description</b><br>ADDENDUM 3 PROFESSIONAL ADVERT<br>ISING SERVICES | <b>Page 6</b><br><b>of 6</b> |
|----------------------|--------------------------------|---|------------------------------|

**ADDITIONAL TERMS AND CONDITIONS**

See attached document(s) for additional Terms and Conditions



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
3/18/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

|  |  |                     |
|--|--|---------------------|
| <b>PRODUCER</b><br><b>Reagle &amp; Padden, Inc.</b><br>200 Star Avenue, Suite 210<br><br><b>Parkersburg WV 26101</b> | <b>CONTACT NAME:</b> Glenna Schott<br><b>PHONE (A/C, No, Ext):</b> (304) 422-8476 <b>FAX (A/C, No):</b> (304) 428-7374 |                     |
|  | <b>E-MAIL ADDRESS:</b> glenna@reagle-padden.com  |                     |
| <b>INSURED</b><br><b>STONEWALL RETAIL MARKETING INC</b><br>154 1/2 FRONT ST<br><br><b>MARIETTA OH 45750</b>          | <b>INSURER(S) AFFORDING COVERAGE</b>   |                     |
|  | <b>INSURER A:</b> Sentinel Insurance Co, LTD   | <b>NAIC #</b> 11000 |
|  | <b>INSURER B:</b> Hartford Fire Ins Co   |                     |
|  | <b>INSURER C:</b> CSU Producer Resources, Inc  |                     |
|  | <b>INSURER D:</b>  |                     |
|  | <b>INSURER E:</b>  |                     |

**COVERAGES**      **CERTIFICATE NUMBER: 2016-17**      **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSR LTR  | TYPE OF INSURANCE  | ADOL SUBR INSR WVD  | POLICY NUMBER                               | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS  |   |
|---|--|---|---|-------------------------|-------------------------|---|---|
| A   | <b>GENERAL LIABILITY</b><br><input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY<br><input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR |   | 40SBAIW2278                                 | 3/19/2016               | 3/19/2017               | EACH OCCURRENCE \$ 2,000,000<br>DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000<br>MED EXP (Any one person) \$ 10,000<br>PERSONAL & ADV INJURY \$ See Below<br>GENERAL AGGREGATE \$ 4,000,000<br>PRODUCTS - COM/POP AGG \$ 4,000,000 |   |
|   | GEN'L AGGREGATE LIMIT APPLIES PER<br><input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC                                 |   |   |                         |                         |   |   |
|   | A  | <b>AUTOMOBILE LIABILITY</b><br><input type="checkbox"/> ANY AUTO ALL OWNED AUTOS<br><input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS |   | 40SBAIW2278             | 3/19/2016               | 3/19/2017   | COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000<br>BODILY INJURY (Per person) \$<br>BODILY INJURY (Per accident) \$<br>PROPERTY DAMAGE (Per accident) \$ |
|   |  | <input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR<br><input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE<br>DED    RETENTION \$                               |   |                         |                         |   | EACH OCCURRENCE \$<br>AGGREGATE \$  |
| <b>B WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b><br>ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)<br>If yes, describe under DESCRIPTION OF OPERATIONS below |  | N/A   | Hartford Fire Ins Co<br>Policy #40WBCCC5189 | 1/4/2016                | 1/4/2017                | <input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER<br>E.L. EACH ACCIDENT \$ 1,000,000<br>E.L. DISEASE - EA EMPLOYEE \$ 1,000,000<br>E.L. DISEASE - POLICY LIMIT \$ 1,000,000                            |   |
| C   | <b>E&amp;O &amp; Professional Liab</b><br><b>Fidelity Bond</b>   |   | CSU0056881                                  | 4/9/2015                | 4/9/2017                | Incl Personal & Adv Injury 1,000,000<br>1,000,000   |   |
|   |  |   | CSU0056881                                  | 4/9/2015                | 4/9/2017                |   |   |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

**CERTIFICATE HOLDER**      **CANCELLATION**

|   |  |
|---|--|
| <b>West Virginia Division of Highways</b><br>1900 Kanawha Blvd E<br>Building 5, Room A220<br>Charleston, WV 25305 | SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. |
|   | <b>AUTHORIZED REPRESENTATIVE</b><br><br>Glenna Schott/GS <i>Glenna M. Schott</i>   |

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 exceed 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: Stonewall Retail Merchants, Inc.

Authorized Signature: Jessie A. Crooks Date: 1.26.16

State of Ohio

County of Washington, to-wit:

Taken, subscribed, and sworn to before me this 26 day of January, 2016.

My Commission expires February 16, 2020.

AFFIX SEAL HERE



TONIA S. HALL, Notary Public  
In and For The State of Ohio  
My Commission Expires 2/16/20

NOTARY PUBLIC

Tonia S. Hall

State of West Virginia  
**VENDOR PREFERENCE CERTIFICATE**

Certification and application is hereby made for Preference in accordance with *West Virginia Code*, §5A-3-37. (Does not apply to construction contracts). *West Virginia Code*, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the *West Virginia Code*. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Vendor Preference, if applicable.

1. **Application is made for 2.5% vendor preference for the reason checked:**  
 Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,  
 Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification;  
 Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; or,  
 Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,
2. **Application is made for 2.5% vendor preference for the reason checked:**  
 Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
3. **Application is made for 2.5% vendor preference for the reason checked:**  
 Bidder is a nonresident vendor that employs a minimum of one hundred state residents, or a nonresident vendor which has an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia and employs a minimum of one hundred state residents, and for purposes of producing or distributing the commodities or completing the project which is the subject of the bidder's bid and continuously over the entire term of the project, on average at least seventy-five percent of the bidder's employees or the bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years and the vendor's bid; or,
4. **Application is made for 5% vendor preference for the reason checked:**  
 Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or,
5. **Application is made for 3.5% vendor preference who is a veteran for the reason checked:**  
 Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or,
6. **Application is made for 3.5% vendor preference who is a veteran for the reason checked:**  
 Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.
7. **Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with *West Virginia Code* §5A-3-59 and *West Virginia Code of State Rules*.**  
 Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) rescind the contract or purchase order; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: Stonewall Retail Marketing, Inc Signed: *Marie A Crooks*  
Date: 3.18.16 Title: PRESIDENT

\*Check any combination of preference consideration(s) indicated above, which you are entitled to receive.

Stonewall Retail  
Marketing, Inc.

**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                        | 40                        | 1000                |
|   | 2) Consultation             | 10                        | 0                         | 0                   |
|   | 3) General Accounting       | 10                        | 0                         | 0                   |
|   | 4) Third Party Procurement  | 15                        | 0                         | 0                   |
| Production                                    | 1) Television/Video         | 50                        | 40                        | 2000                |
|   | 2) Radio/Audio              | 50                        | 40                        | 2000                |
|   | 3) Application Development  | 30                        | 0                         | 0                   |
| Media Planning and Buying                     | 1) Television/Video         | 550                       | 37.5                      | 20625               |
|   | 2) Radio/Audio              | 30                        | 30                        | 900                 |
|   | 3) On-line Advertising      | 10                        | 0                         | 0                   |
|   | 4) Outdoor Advertising      | 50                        | 30                        | 1500                |
|   | 5) Print Advertising        | 10                        | 30                        | 300                 |
|   | 6) Research (Pre-Campaign)  | 10                        | 0                         | 0                   |
| Design and Copy                               | 1) Graphic Design           | 40                        | 35                        | 1400                |
|   | 2) Writing Copy             | 5                         | 35                        | 175                 |
|   | 3) Copy Editing             | 5                         | 0                         | 0                   |
|   | 4) Interactive and/or Web   | 30                        | 35                        | 1050                |
| Event and/or Promotional                      | 1) Manpower/Staffing        | 30                        | 0                         | 0                   |
|   | 2) Planning and Procurement | 10                        | 0                         | 0                   |
| Post Campaign Measurements                    | 1) Impression Tracking      | 10                        | 0                         | 0                   |
|   | 2) Surveying                | 3                         | 0                         | 0                   |
|   | 3) Campaign Analysis        | 20                        | 0                         | 0                   |
| Media Training                                | 1) Training                 | 5                         | 0                         | 0                   |
| Public/Media Relations                        | 1) Press Conferences        | 5                         | 0                         | 0                   |
| <b>TOTAL EXTENDED BID PRICE OF SECTION A.</b> |                             |                           |                           | <b>\$ 30,950.00</b> |

**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. |
|---|-----------------|---|
| 1.15  | \$25,000.00     | \$28,750.00                             |
| <b>GRAND TOTAL OF SECTION A and SECTION B</b> |                 | <b>\$ 59,700.00</b>                     |