



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 02

List View

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

Procurement Folder: 250649

SO Doc Code: CRFQ

Procurement Type: Central Master Agreement

SO Dept: 0705

Vendor ID: 000000208533

SO Doc ID: LOT1700000002

Legal Name: FAHLGREN MORTINE

Published Date: 11/30/16

Alias/DBA:

Close Date: 12/7/16

Total Bid: \$0.00

Close Time: 13:30

Response Date: 12/06/2016

Status: Closed

Response Time: 12:31

Solicitation Description: ADDENDUM NO. 2 - MARKETING & ADVERTISING

Total of Header Attachments: 2

Total of All Attachments: 2



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

**State of West Virginia  
 Solicitation Response**

**Proc Folder :** 250649  
**Solicitation Description :** ADDENDUM NO. 2 - MARKETING & ADVERTISING SERVICES  
**Proc Type :** Central Master Agreement

Date issued	Solicitation Closes	Solicitation Response	Version
	2016-12-07 13:30:00	SR 0705 ESR12061600000002562	1

<b>VENDOR</b>
000000208533 FAHLGREN MORTINE

**Solicitation Number:** CRFQ 0705 LOT1700000002

**Total Bid :** \$0.00                      **Response Date:** 2016-12-06                      **Response Time:** 12:31:33

**Comments:**

**FOR INFORMATION CONTACT THE BUYER**  
 Michelle L Childers  
 (304) 558-2063  
 michelle.l.childers@wv.gov

<b>Signature on File</b>	<b>FEIN #</b>	<b>DATE</b>
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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	ADVERTISING SERVICES	0.00000	HOUR	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description :** VENDOR SHOULD COMPLETE EXHIBIT A PRICE SHEET AND SUBMIT WITH BID.

**Comments:** See uploaded PDF Fahlgren Mortine CRFQ 0705 Lot1700000002.

## EXHIBIT A : PRICING PAGE

A.	<u>CATEGORY</u>	<u>CONTRACT SERVICES</u>	<u>Unit of Measure</u>	<u>ESTIMATED HOURS (BASED ON HOURS IN FY 2016)</u>	<u>VENDOR'S HOURLY RATE</u>	<u>TOTAL ANNUAL COSTS</u>
	<b>ACCOUNT MANAGEMENT</b>	1. Account Services	Hour(s)	1000	80.00	80,000.00
		2. General Account Management	Hour(s)	500	80.00	40,000.00
		3. Public Relations	Hour(s)	40	100.00	4,000.00
		4. Research Services	Hour(s)	40	100.00	4,000.00
	<b>MEDIA</b>	5. Media Planning and Buying	Hour(s)	400	50.00	20,000.00
		6. Radio	Hour(s)	200	50.00	10,000.00
		7. Television	Hour(s)	300	50.00	15,000.00
		8. Newspaper	Hour(s)	100	50.00	5,000.00
		9. Outdoor Ads	Hour(s)	80	50.00	4,000.00
	<b>CREATIVE</b>	10. Illust/Layout/Design and Copywriting Adv.	Hour(s)	800	85.00	68,000.00
		11. Creative/Art Direction or Planning	Hour(s)	500	85.00	42,500.00
		12. Computer Graphics	Hour(s)	100	85.00	8,500.00
	<b>DIGITAL</b>	13. Web Site Development and Maintenance	Hour(s)	300	90.00	27,000.00
		14. Web Hosting & Domain	Hour(s)	100	80.00	8,000.00
	<b>PRODUCTION</b>	15. Printing	Hour(s)	200	80.00	16,000.00
		16. Film Production	Hour(s)	1000	80.00	80,000.00
		17. Audio Production	Hour(s)	400	80.00	32,000.00
		18. Music Rights/ Trademark	Hour(s)	5	80.00	400.00
	<b>PROMOTIONS</b>	19. Sponsorships- Collegiate/ Fairs & Festivals	Hour(s)	35	80.00	2,800.00
		20. Marketing Supplies and Promotions	Hour(s)	200	80.00	16,000.00
<b>TOTAL FISCAL YEAR COST FOR VENDOR SERVICES (1-20):</b>				6300		483,200.00

*The sum of ESTIMATED HOURS (CONTRACT SERVICES 1-20) IS 6300 HOURS. The quantities shown are estimates only and may be more or less.*

**B. Media Buying Add-on:**

All Vendors responding to this RFQ must provide a percentage of add-on media buying activities (not to exceed 5%)  
This percentage will be multiplied by \$2,500,000.

Vendor's Add-on for media buying is

	TOTAL MEDIA ADD- ON COST	5.00%	2,500,000	125,000.00
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**C. TOTAL BID AMOUNT:**

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

**608,200.00**