



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:** 466604

**SO Doc Code:** CRFQ

**Procurement Type:** Central Master Agreement

**SO Dept:** 0402

**Vendor ID:** VS0000015508 

**SO Doc ID:** EDD1900000001

**Legal Name:** Stark Design Group, LLC


**Published Date:** 8/3/18

**Alias/DBA:**

**Close Date:** 8/10/18


**Total Bid:** \$87,500.00

**Close Time:** 13:30

**Response Date:** 08/09/2018 

**Status:** Closed

**Response Time:** 21:42

**Solicitation Description:** Addendum #3 MARKETING and COMMUNICATIONS SERVICES 

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

**State of West Virginia  
 Solicitation Response**

**Proc Folder :** 466604

**Solicitation Description :** Addendum #3 MARKETING and COMMUNICATIONS SERVICES

**Proc Type :** Central Master Agreement

Date issued	Solicitation Closes	Solicitation Response	Version
	2018-08-10 13:30:00	SR 0402 ESR08091800000000625	1

VENDOR
VS0000015508 Stark Design Group, LLC

**Solicitation Number:** CRFQ 0402 EDD1900000001

**Total Bid :** \$87,500.00      **Response Date:** 2018-08-09      **Response Time:** 21:42:06

**Comments:** starkdesigngroupllc.com

**FOR INFORMATION CONTACT THE BUYER**  
 Stephanie L Gale  
 (304) 558-8801  
 stephanie.l.gale@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	ACCOUNT MANAGEMENT- ACCOUNT SERVICES	500.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
80170000			

**Extended Description :** ACCOUNT MANAGEMENT/ ACCOUNT SERVICESADMINISTRATION OF THE DAY-TO-DAY FUNCTIONS, WHICH PROVIDE PROFESSIONAL SUPPORT IN ORDER TO MEET THE WVDE REQUIREMENTS PER SPECIFICATIONS.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	ACCOUNT MANAGEMENT- PUBLIC RELATIONS	100.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
80170000			

**Extended Description :** ACCOUNT MANAGEMENT/ PUBLIC RELATIONSPROMOTING INTEGRITY THAT FOSTERS MUTUAL UNDERSTANDING, TRUST AND SUPPORT WITH AND FOR THE WVDE, PER SPECIFICATIONS.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	MEDIA PLANNING AND BUYING	100.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
80171800			

**Extended Description :** MEDIA PLANNING AND BUYINGTHE PURCHASE AND ANALYSIS OF MEDIA PLACEMENTS THROUGH VARIOUS CHANNELS OF COMMUNICATIONS SUCH AS TELEVISION, RADIO, NEWSPAPER, INTERACTIVE, SOCIAL MEDIA AND PRINT ADS PER SPECIFICATIONS AND WVDE REQUIREMENTS.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
4	CREATIVE - ILLUSTRATION/LAYOUT/DESIGN/C	500.00000	HOUR	\$125.000000	\$62,500.00

Comm Code	Manufacturer	Specification	Model #
82141501			

**Extended Description :** CREATIVE - ILLUSTRATION / LAYOUT / DESIGN / COPYWRITING PER SPECIFICATIONS AND WVDE REQUIREMENTS.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
5	CREATIVE - ART DIRECTION	200.00000	HOUR	\$125.000000	\$25,000.00

Comm Code	Manufacturer	Specification	Model #
82141502			

Extended Description : CREATIVE - ART DIRECTION TO MEET WVDE REQUIREMENTS PER SPECIFICATIONS.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
6	DIGITAL - WEBSITE STRATEGY, DEVELOPMENT AND	200.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
81112103			

Extended Description : DIGITAL - WEBSITE STRATEGY, DEVELOPMENT AND MAINTENANCE MAINTANENCE OF ESTABLISHED SPACE ON A SERVER THROUGH A THIRD PARTY WORLD WIDE WEB HOST PROVIDER, PER SPECIFICATIONS.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
7	PRODUCTION - PRINTING	250.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82121500			

Extended Description : PRODUCTION - PRINTING REQUIRING A COMMERCIAL PRINTING COMPANY PER SPECIFICATIONS.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
8	PRODUCTION - VIDEO PRODUCTION	500.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82131603			

Extended Description : PRODUCTION - VIDEO PRODUCTION PER SPECIFICATIONS.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
9	PRODUCTION - AUDIO PRODUCTION	100.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
80161507			

Extended Description : PRODUCTION - AUDIO PRODUCTION

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
10	SOCIAL MEDIA - SOCIAL MEDIA STRATEGY	200.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
93141500			

Extended Description : SOCIAL MEDIA - SOCIAL MEDIA STRATEGY PER SPECIFICATIONS