



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

Procurement Folder: 655325

Procurement Type: Central Master Agreement

Vendor ID:

Legal Name: IMAGE ASSOCIATES LLC

Alias/DBA:

Total Bid: \$13,000.00

Response Date:

Response Time:

SO Doc Code: CRFQ

SO Dept: 0511

SO Doc ID: HHR2000000002

Published Date: 2/3/20

Close Date: 2/10/20

Close Time: 13:30

Status: Closed

Solicitation Description:

Total of Header Attachments: 7

Total of All Attachments: 7



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

**State of West Virginia
 Solicitation Response**

Proc Folder : 655325
Solicitation Description : Addendum No. 3 - Advertising Services
Proc Type : Central Master Agreement

Date issued	Solicitation Closes	Solicitation Response	Version
	2020-02-10 13:30:00	SR 0511 ESR02072000000004615	1

VENDOR
000000205250 IMAGE ASSOCIATES LLC

Solicitation Number: CRFQ 0511 HHR2000000002

Total Bid : \$13,000.00 **Response Date:** 2020-02-07 **Response Time:** 14:30:17

Comments:

FOR INFORMATION CONTACT THE BUYER
 Tara Lyle
 (304) 558-2544
 tara.l.lyle@wv.gov

Signature on File	FEIN #	DATE
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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	Contract Administration/Consultation	20.00000	HOUR	\$40.000000	\$800.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Contract Administration/Consultation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	Account Services	10.00000	HOUR	\$35.000000	\$350.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Account Services

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	Television Production	50.00000	HOUR	\$40.000000	\$2,000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Television Production

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
4	Radio Production	50.00000	HOUR	\$40.000000	\$2,000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Radio Production

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
5	Outdoor Advertising	50.00000	HOUR	\$35.000000	\$1,750.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Outdoor Advertising

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
6	Media Buys	50.00000	HOUR	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Media Buys

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
7	Print Media	50.00000	HOUR	\$40.000000	\$2,000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Print Media

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
8	Internet/World Wide Web	10.00000	HOUR	\$35.000000	\$350.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Internet/World Wide Web

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
9	Survey, Analysis, Evaluation	50.00000	HOUR	\$35.000000	\$1,750.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Survey, Analysis, Evaluation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
10	Design and Copy	50.00000	HOUR	\$40.000000	\$2,000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Design and Copy

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
11	Data Acceptance and Transfer	10.00000	HOUR	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Data Acceptance and Transfer

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFQ HHR200000002

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 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.

Image Associates LLC
Company

Authorized Signature
2.7.2020
Date

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

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

CONSTRUCTION CONTRACTS: Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

ALL CONTRACTS: 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: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, 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: Image Associates, LLC

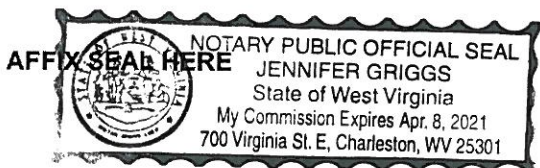
Authorized Signature: [Signature] Date: 2-7-2020

State of WV

County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 7 day of Feb., 2020

My Commission expires 4-8-21, 20 .



NOTARY PUBLIC [Signature]

DESIGNATED CONTACT: Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

William F Hogan Managing Member
(Name, Title)

William F Hogan Managing Member
(Printed Name and Title)

Image Associates LLC, 700 Virginia St. Charleston, WV
(Address)

304 345 4429 304 345 4445
(Phone Number) / (Fax Number)

bill@imageassociatesllc.com
(email address)

CERTIFICATION AND SIGNATURE: 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.

Image Associates LLC
(Company)

William F Hogan Managing Member
(Authorized Signature) (Representative Name, Title)

William F Hogan Managing Member
(Printed Name and Title of Authorized Representative)

2.7.2020
(Date)

304 345 4429 304 345 4445
(Phone Number) (Fax Number)

West Virginia Ethics Commission



Disclosure of Interested Parties to Contracts

Pursuant to *W. Va. Code* § 6D-1-2, a state agency may not enter into a contract, or a series of related contracts, that has/have an actual or estimated value of \$1 million or more until the business entity submits to the contracting state agency a Disclosure of Interested Parties to the applicable contract. In addition, the business entity awarded a contract is obligated to submit a supplemental Disclosure of Interested Parties reflecting any new or differing interested parties to the contract within 30 days following the completion or termination of the applicable contract.

For purposes of complying with these requirements, the following definitions apply:

"Business entity" means any entity recognized by law through which business is conducted, including a sole proprietorship, partnership or corporation, but does not include publicly traded companies listed on a national or international stock exchange.

"Interested party" or "Interested parties" means:

- (1) A business entity performing work or service pursuant to, or in furtherance of, the applicable contract, including specifically sub-contractors;
- (2) the person(s) who have an ownership interest equal to or greater than 25% in the business entity performing work or service pursuant to, or in furtherance of, the applicable contract. (This subdivision does not apply to a publicly traded company); and
- (3) the person or business entity, if any, that served as a compensated broker or intermediary to actively facilitate the applicable contract or negotiated the terms of the applicable contract with the state agency. (This subdivision does not apply to persons or business entities performing legal services related to the negotiation or drafting of the applicable contract.)

"State agency" means a board, commission, office, department or other agency in the executive, judicial or legislative branch of state government, including publicly funded institutions of higher education: Provided, that for purposes of *W. Va. Code* § 6D-1-2, the West Virginia Investment Management Board shall not be deemed a state agency nor subject to the requirements of that provision.

The contracting business entity must complete this form and submit it to the contracting state agency prior to contract award and to complete another form within 30 days of contract completion or termination.

This form was created by the State of West Virginia Ethics Commission, 210 Brooks Street, Suite 300, Charleston, WV 25301-1804. Telephone: (304)558-0664; fax: (304)558-2169; e-mail: ethics@wv.gov; website: www.ethics.wv.gov.

West Virginia Ethics Commission
Disclosure of Interested Parties to Contracts

(Required by W. Va. Code § 6D-1-2)

Name of Contracting Business Entity: Image Associates^{LLC} Address: 700 Virginia St. Charleston, WV

Name of Authorized Agent: William F Hogan Address: 700 Virginia St Charleston, WV

Contract Number: CRFQHHR2000000002 Contract Description: _____

Governmental agency awarding contract: WV Dept of Health and Human Resources

Check here if this is a Supplemental Disclosure

List the Names of Interested Parties to the contract which are known or reasonably anticipated by the contracting business entity for each category below (attach additional pages if necessary):

1. Subcontractors or other entities performing work or service under the Contract

Check here if none, otherwise list entity/individual names below.

2. Any person or entity who owns 25% or more of contracting entity (not applicable to publicly traded entities)

Check here if none, otherwise list entity/individual names below.

3. Any person or entity that facilitated, or negotiated the terms of, the applicable contract (excluding legal services related to the negotiation or drafting of the applicable contract)

Check here if none, otherwise list entity/individual names below.

Signature: [Handwritten Signature]

Date Signed: 2-7-2020

Notary Verification

State of West Virginia, County of Kanawha:

I, Karen Brumfield, the authorized agent of the contracting business entity listed above, being duly sworn, acknowledge that the Disclosure herein is being made under oath and under the penalty of perjury.

Taken, sworn to and subscribed before me this 7th day of February, 2020

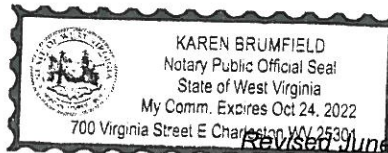
[Handwritten Signature]
Notary Public's Signature

To be completed by State Agency:

Date Received by State Agency: _____

Date submitted to Ethics Commission: _____

Governmental agency submitting Disclosure: _____





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

State of West Virginia
 Request for Quotation
 33 - Service - Misc

Proc Folder: 655325

Doc Description: Advertising Services

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2019-12-26	2020-01-09 13:30:00	CRFQ 0511 HHR2000000002	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:

Image Associates LLC
700 Virginia Street E.
Charleston, WV 25301 **Ph: 304-345-4429**

FOR INFORMATION CONTACT THE BUYER

Tara Lyle
 (304) 558-2544
 tara.l.yle@wv.gov

Signature X

FEIN # **55-0651281**

DATE **2/7/2020**

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

REQUEST FOR QUOTATION
 CRFQ HHR200000002 – Addendum No. 3
 ADVERTISING SERVICES

Exhibit A - PRICING PAGE – Revised by Addendum No. 3 issued 2/3/2020

Service	Estimated Hours	All-Inclusive Hourly Rate	Extended Cost
Contract Administration / Consultation	20	\$ 40.00	\$ 800.00
Account Services	10	\$ 35.00	\$ 350.00
Television Production	50	\$ 40.00	\$ 2,000.00
Radio Production	50	\$ 40.00	\$ 2,000.00
Outdoor Advertising	50	\$ 35.00	\$ 1,750.00
Media Buys	50	\$ 0.00	\$ 0.00
Print Media	50	\$ 40.00	\$ 2,000.00
Internet/World Wide Web	10	\$ 35.00	\$ 350.00
Survey, Analysis, Evaluation	50	\$ 35.00	\$ 1,750.00
Design and Copy	50	\$ 40.00	\$ 2,000.00
Data Acceptance and Transfer	10	\$ 0.00	\$ 0.00
Advertising Services / Hourly Rates Subtotal			\$ 13,000.00

A. Advertising Services / Hourly Rates

B. Media Buys Add-On

All vendors responding to this CRFQ must provide a percentage of add-on or “markup” for media buying activities if the vendor will charge the agency an add-on to the actual costs for media buys. Vendors not intending to charge an add-on will use an add-on percentage of Zero (0) with a multiplier of 1.0. If a vendor fails to provide an add-on percentage, it will be interpreted as no add-on for media buys during the life of the contract.

Add-on for Media Buys Percentage 1 %

Multiplier (Convert percentage to a decimal and add to 1) (For example, 10% would be .10 making multiplier 1.10) \$2,750,000 is the amount of estimated media buys.

 1.01 x \$2,750,000 = 27,775 Media Buys Add-on Subtotal

See next page.

REQUEST FOR QUOTATION
CRFQ HHR200000002 – Addendum No. 3
ADVERTISING SERVICES

Advertising Services/Hourly Rates Subtotal (A):	\$ <u>13,000</u>
Media Buys Add-ons Subtotal (B):	\$ <u>27,775</u>
Overall Total Cost: <i>(Advertising Services/Hourly Rates Subtotal plus Media Buys Add-on Subtotal)</i>	\$ <u>40,775</u>

Note: Bids will be evaluated on the basis of the lowest Overall Total Cost following confirmation of compliance with all mandatory specification requirements. Estimated hours and media buys noted on the Pricing Page for service categories are estimates for evaluation purposes only; actual hours may be more or less at the discretion of DHHR. The contract will be awarded to the lowest overall total cost meeting all mandatory requirements.

Image Associates LLC

Vendor


By: William F. Hogan
Title: Managing Member
Date: 2/7/2020

Address: 700 Virginia Street E.
Charleston, WV 25301

Business Phone Number: 304-345-4429

Email: bill@imageassociatesllc.com

Authorized Signature: _____



REQUEST FOR QUOTATION
CRFQ HHR2000000002 - ADVERTISING SERVICES

11. MISCELLANEOUS:

11.1. 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: William F. Hogan
Telephone Number: 304-345-4429
Fax Number: 304-345-4445
Email Address: bill@imageassociatesllc.com