



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](http://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](http://WVPurchasing.gov) with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

## Header 5

[List View](#)

## General Information

## Contact

## Default Values

## Discount

## Document Information

Procurement Folder: 655325

Procurement Type: Central Master Agreement

Vendor ID: 

Legal Name: Nicole Ford &amp; Co.

Alias/DBA:

Total Bid: \$205,800.00

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: 5

Total of All Attachments: 5



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 ESR02102000000004631	1

<b>VENDOR</b>
VS0000020876 Nicole Ford & Co.

**Solicitation Number:** CRFQ 0511 HHR2000000002

**Total Bid :** \$205,800.00      **Response Date:** 2020-02-10      **Response Time:** 10:55:13

**Comments:**

**FOR INFORMATION CONTACT THE BUYER**  
 Tara Lyle  
 (304) 558-2544  
 tara.l.lyle@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	Contract Administration/Consultation	20.00000	HOUR	\$70.000000	\$1,400.00

Comm Code	Manufacturer	Specification	Model #
82101800			

<b>Extended Description :</b>	Contract Administration/Consultation
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**Comments:** This is an hourly price for the duration of the contract.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	Account Services	10.00000	HOUR	\$70.000000	\$700.00

Comm Code	Manufacturer	Specification	Model #
82101800			

<b>Extended Description :</b>	Account Services
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**Comments:** This is an hourly price for the duration of the contract.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	Television Production	50.00000	HOUR	\$2,500.000000	\$125,000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

<b>Extended Description :</b>	Television Production
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**Comments:** This price is set for production only. Run time slots is not included in pricing. This price can decrease considering project length.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
4	Radio Production	50.00000	HOUR	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :	Radio Production
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**Comments:** Radio stations do not charge a production cost because it is included in the spot price. Your spot price can range with a max of \$50.00 for a 30 second spot.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
5	Outdoor Advertising	50.00000	HOUR	\$400.000000	\$20,000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :	Outdoor Advertising
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**Comments:** This is a quote for a high traffic area. This price can decrease.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
6	Media Buys	50.00000	HOUR	\$150.000000	\$7,500.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :	Media Buys
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**Comments:** This is a quote for television run time (for a 30 second ad). The price for radio will be a max of \$50.00 per 30 sec.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
7	Print Media	50.00000	HOUR	\$250.000000	\$12,500.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :	Print Media
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**Comments:** This includes but are not limited to news releases, memos, journals, place articles and more.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
8	Internet/World Wide Web	10.00000	HOUR	\$120.000000	\$1,200.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :	Internet/World Wide Web
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**Comments:** This is an hourly rate which entails development of a website and/or internal web content.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
9	Survey, Analysis, Evaluation	50.00000	HOUR	\$500.000000	\$25,000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :	Survey, Analysis, Evaluation
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Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
10	Design and Copy	50.00000	HOUR	\$250.000000	\$12,500.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :	Design and Copy
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**Comments:** Include graphic designs and/or copywriting.

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

**Comments:** This cost is included in line 9

**REQUEST FOR QUOTATION  
CRFQ HHR2000000002 – 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	\$ 70.00	\$ 1,400.00
Account Services	10	\$ 70.00	\$ 700.00
Television Production	50	\$ 2,500.00	\$ 125,000.00
Radio Production	50	\$ [REDACTED]	[REDACTED]
Outdoor Advertising	50	\$ 400.00	\$ 20,000.00
Media Buys	50	\$ 50.00	\$ 2,500.00
Print Media	50	\$ 250.00	\$ 12,500.00
Internet/World Wide Web	10	\$ 120.00	\$ 1,200.00
Survey, Analysis, Evaluation	50	\$ 500.00	\$ 25,000.00
Design and Copy	50	\$ 250.00	\$ 12,500.00
Data Acceptance and Transfer	10	\$ [REDACTED]	[REDACTED]
<b>Advertising Services / Hourly Rates Subtotal</b>			\$ 4,210.00/hr

**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 15 %

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.

.15 x \$2,750,000 = \$412,500.00 Media Buys Add-on Subtotal

**See next page.**



**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: CRFO HHR2000000002**

**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 checked="" type="checkbox"/> Addendum No. 6  |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input checked="" type="checkbox"/> Addendum No. 7  |
| <input checked="" type="checkbox"/> Addendum No. 3 | <input checked="" type="checkbox"/> Addendum No. 8  |
| <input checked="" type="checkbox"/> Addendum No. 4 | <input checked="" type="checkbox"/> Addendum No. 9  |
| <input checked="" type="checkbox"/> Addendum No. 5 | <input checked="" 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.

Nicole Ford & Co.  
\_\_\_\_\_  
Company  
  
\_\_\_\_\_  
Authorized Signature  
10 February 2020  
\_\_\_\_\_  
Date

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

**REQUEST FOR QUOTATION  
CRFQ HHR2000000002 - Addendum No. 3  
ADVERTISING SERVICES**

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Advertising Services/Hourly Rates Subtotal (A): \$ 4,210.00 hrly  
Media Buys Add-ons Subtotal (B): \$ 412,500.00  
Overall Total Cost: \$ 416,710.00  
(Advertising Services/Hourly Rates  
Subtotal plus Media Buys Add-on Subtotal)

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.

Nicole Ford & Co.

Vendor

By: Nicole Ford  
Title: Public Relations Director  
Date: 10 February 2020

Address: 11607 N.W. 122nd Ter.  
Oklahoma, Oklahoma

Business Phone Number: (405) 8874664

Email: nford@nfcpublicrelations.com

Authorized Signature: 



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: Addendum No. 1 - Advertising Services

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2020-01-07	2020-01-24 13:30:00	CRFQ 0511 HHR2000000002	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:

Nicole Ford & Co.  
 11607 N.W. 122nd Ter.  
 Yukon, Oklahoma 73099  
 (405) 887 4664

**NICOLE FORD & Co.**  
 11607 N.W. 122ND TER.  
 YUKON, OKLAHOMA 73099-1705

**FOR INFORMATION CONTACT THE BUYER**

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

Signature X

FEIN #

37-1735451

DATE

23 Jan 20

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

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Nicole Ford & Co.  
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Company  
  
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Authorized Signature  
10 February 2020  
\_\_\_\_\_  
Date

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