

STATE OF OHIO  
DEPARTMENT OF ADMINISTRATIVE SERVICES  
GENERAL SERVICES DIVISION  
OFFICE OF PROCUREMENT SERVICES  
4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

AMENDMENT FOR CHANGE  
AMENDMENT NO. 5

TO: LIMITED DISTRIBUTION – Ohio Department of Development  
FROM: HUGH QUILL, DIRECTOR, DEPARTMENT OF ADMINISTRATIVE SERVICES  
SUBJECT: TERM CONTRACT - Tourism Advertising and Promotions for Ohio

Attached are pages 1, 2, and 3 to this contract. Remove these pages from the existing contract and replace with the attached pages on the effective and/or revision date.

This amendment is issued to advise of mutual agreement between the Contractor and the state of Ohio to renew the subject contract for twelve (12) calendar months, effective 07/01/10 through 06/30/11, and also to advise of a reduction in the hourly rate.

All other prices, terms and conditions remain unchanged.

Questions regarding this Amendment and/or the Requirements Contract may be directed to:

Harry Graham  
harry.graham@das.state.oh.us

This Amendment, the main Requirements Contract and any additional amendments thereto are available from the DAS Web site at the following address:



<http://www.ohio.gov/procure>

Affected Contractor(s):

Ron Foth Retail, Inc.  
8100 N. High Street  
Columbus, OH 43235

kmoore@ronfoth.com



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**REQUIREMENTS CONTRACT: Tourism Advertising and Promotions for Ohio**

CONTRACT NUMBER: CSP905708

EFFECTIVE DATES: 12/19/07 TO 06/30/09  
Renewal through 06/30/11

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP905708 that opened on November 5, 2007. The evaluation of the Proposal responses has been completed. The Offeror listed herein has been determined to be the highest ranking Offeror and has been awarded a Contract for the services listed. The respective Proposal response including, Contract Terms & Conditions, any Proposal amendment, special Contract Terms & Conditions, specifications, pricing schedules and any attachments incorporated by reference and accepted by DAS become a part of this Services Contract.

The agency listed herein is eligible to make purchases of the contracted services in any amount and at any time as determined by the agency. The State makes no representation or guarantee that department will purchase the volume of services as advertised in the Request for Proposal.

This Requirements Contract is effective beginning and ending on the dates noted above unless, prior to the expiration date, the Contract is renewed, terminated, or cancelled in accordance with the Contract Terms and Conditions.

This Requirements Contract is available to the Ohio Department of Development as applicable.

► Questions regarding this and/or the Services Contract may be directed to:

Harry Graham, CPPB  
harry.graham@das.state.oh.us

This Requirements Contract and any Amendments thereto are available from the DAS Web site at the following address:



<http://www.ohio.gov/procure>

► Specifications updated per Amendment No. 5 effective 07/01/10.

Offeror's Not-to-Exceed Firm Fixed Price.  
 NIGP Number: 915-03  
 UNSPSC NUMBER: 82101800  
 OAKS Item Number: 12634

| Cost Summary  |                         |                         |                         |                |
|---|-------------------------|-------------------------|-------------------------|----------------|
| Advertising/Promotions  |                         |                         |                         |                |
| The Contractor will receive no mark-up or commission on any production, media purchase or other services performed inside or outside of the Agency. All production, media, shipping and other authorized reimbursables will be billed to the State at net cost. |                         |                         |                         |                |
|   | FY2008 (a)              | FY2009 (b)              | FY2010 (c)              | ►FY2011 (d)    |
|   | NOT TO EXCEED           | NOT TO EXCEED           | NOT TO EXCEED           | NOT TO EXCEED  |
| 1. Advertising/Marketing Campaign Reimbursable Amount.  | \$4,154,500.00 per Year | \$4,154,500.00 per Year | \$2,660,000.00 per Year | \$2,660,000.00 |
| 2. Advertising/Marketing Campaign Agency Fees (Shall not exceed \$300,000.00 per year).   | \$ 290,000.00           | \$ 290,000.00           | \$250,000.00            | \$250,000.00   |
| 3. Total Not-to-Exceed:   | \$4,444,500.00          | \$4,444,500.00          | \$2,910,000.00          | \$2,910,000.00 |

► Hourly Rates reduced by 15% for FY2011.

All costs are in U.S. dollars.  
 The State is not responsible for any costs not identified.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

► BID CONTRACT NO.: CSP905708-1 (06/30/11)

0000147486  
 Ron Foth Retail, Inc.  
 8100 N. High Street  
 Columbus, OH 43235

TERMS: Net 30 Days

CONTRACTOR'S CONTACT:

Kim Moore  
 Ron Foth Retail, Inc.  
 8100 N. High Street  
 Columbus, OH 43235

Telephone: (614)-888-7771  
 Fax: (614)-888-5933  
 E-Mail: kmoore@ronfoth.com

Payment Address:

Ron Foth Advertising  
 Dept # L - 3212  
 Columbus, OH 43260-3212

► Price updated for all orders issued on or after 07/01/10.

SUMMARY OF AMENDMENTS

| <b>Amendment Number</b> | <b>Revision Date</b> | <b>Description</b>  |
|-------------------------|----------------------|---|
| 5                       | 07/01/10             | Twelve calendar month renewal from 07/01/10 thru 06/30/11; 15% reduction in Hourly Rates. |
| 4                       | 05/03/10             | Increase the reimbursable amount by \$60,000.00   |
| 3                       | 07/28/09             | Reduce cost amount from \$4,444,500.00 to \$2,850,000.00                                  |
| 2                       | 04/15/09             | Contract renewal from July 1, 2009 through June 30, 2010                                  |
| 1                       | 03/27/09             | This amendment is issued to change the payment address                                    |

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Landscape – Highlight this line before pasting. Delete if not needed.