

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. 6

TO: LIMITED DISTRIBUTION - OHIO DEPARTMENT OF DEVELOPMENT
FROM: ROBERT BLAIR, DIRECTOR, DEPARTMENT OF ADMINISTRATIVE SERVICES
SUBJECT: COMPETITIVE SEALED PROPOSAL - TOURISM ADVERTISING AND PROMOTIONS FOR OHIO

Attached are pages one through three to this contract. Remove these pages from the existing contract and replace with the attached pages on the effective and/or revision date.

As a result of mutual agreement between the state of Ohio and the contractor, this amendment is issued to renew the subject contract an additional 12 months, effective 07/01/11 through 06/30/12.

In addition, this amendment is issued to reflect a change in the contract analyst and to show that pricing will remain consistent for FY 2011 and FY 2012.

All other prices, terms and conditions remain unchanged.

Nicole Erb
nicole.erb@das.state.oh.us

This Amendment, the 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):

00000147486
Ron Foth Retail, Inc.
8100 N. High Street
Columbus, OH 43235



STATE OF OHIO
DEPARTMENT OF ADMINISTRATIVE SERVICES
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MANDATORY USE CONTRACT FOR: TOURISM ADVERTISING AND PROMOTIONS FOR OHIO

CONTRACT NUMBER: CSP905708

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

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP905708 that opened on 11/05/07. 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.

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.

The agency 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.

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

Nicole Erb, Contract Analyst *
Nicole.erb@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>

*Indicates the contract renewal and the change of contract analyst.

COST SUMMARY

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 & FY2012* (d)
1. Advertising/Marketing Campaign Reimbursable Amount.	NOT TO EXCEED \$4,154,500.00 per Year	NOT TO EXCEED \$4,154,500.00 per Year	NOT TO EXCEED \$2,660,000.00 per Year	NOT TO EXCEED \$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 and FY2012*

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 (06/30/12)

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

* Indicates the prices to remain consistent through FY2011 and FY2012.

SUMMARY OF AMENDMENTS

Amendment Number	Revision Date	Description
6	07/01/11	As a result of mutual agreement between the state of Ohio and the contractor, this amendment is issued to renew the subject contract an additional 12 months, effective 07/01/11 through 06/30/12. In addition, this amendment is issued to reflect a change in the contract analyst and to show that pricing will remain consistent for FY 2011 and FY 2012.
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