

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. 4

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

Attached are pages 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 increase the reimbursables for FY2010 by \$60,000.00.

All other prices, terms and conditions remain unchanged.

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

Ross Leider, CPPB
ross.leider@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):

0000147486
Ron Foth Retail, Inc.
8100 N. High Street
Columbus, OH 43235
kmoore@ronfoth.com

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)
	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. Advertising/Marketing Campaign Agency Fees (Shall not exceed \$300,000.00 per year).	\$ 290,000.00	\$ 290,000.00	\$250,000.00
3. Total Not-to-Exceed:	\$4,444,500.00	\$4,444,500.00	*\$2,910,000.00

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 (06/30/09)

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

*Increase the reimbursables for FY2010 by \$60,000.00.

SUMMARY OF AMENDMENTS

Amendment Number	Revision Date	Description
4	05/03/10	Increase the reimbursables for FY2010 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