

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. 1

TO: OHIO DEPARTMENT OF DEVELOPMENT, OFFICE OF TOURISM  
FROM: ROBERT BLAIR, DIRECTOR, DEPARTMENT OF ADMINISTRATIVE SERVICES  
SUBJECT: CONTRACT FOR TOURISM ADVERTISING AND PROMOTIONS FOR OHIO

Attached are pages 1-3 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 temporarily increase the advertising/marketing campaign reimbursable amount by an additional \$381,000.00 for the balance of FY13, then it will go back down to the contract previous amount.

Additionally, the contract analyst has been updated.

All other prices, terms and conditions remain unchanged.

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

Jennifer Dammeyer, CPPB  
Jennifer.Dammeyer@das.ohio.gov

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.  
dba Ron Foth Advertising  
8100 N. High Street  
Columbus, Ohio 43215  
kmoore@ronfoth.com



STATE OF OHIO  
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MANDATORY USE CONTRACT FOR: TOURISIM ADVERTISING AND PROMOTIONS FOR OHIO

CONTRACT NUMBER: CSP906912

EFFECTIVE DATES: 07/01/12 TO 06/30/14

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP906912 that opened on April 13<sup>th</sup>, 2012. 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, OFFICE OF TOURISM 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:

Jennifer Dammeyer, CPPB  
Jennifer.Dammeyer@das.ohio.gov

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

[www.ohio.gov/procure](http://www.ohio.gov/procure)

\*Denotes update to the contract analyst with amendment 1.

COST SUMMARY FORM

Tourism Advertising and Promotions for Ohio  
 CSP906912

UNSPSC CATEGORY CODE: 82101800

BUDGET: See below

Oaks ID 22590

<b>Description:</b>	<b>Cost</b>
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 reimbursable will be billed to the State at net cost.	
1. Advertising/Marketing Campaign Reimbursable Amount. (Not to exceed \$2,750,000 per year)	\$ 2,750,000.00
2. Advertising/Marketing Campaign Agency Fees (Not to exceed \$250,000 per year)	\$ 246,000.00
TOTAL: (Not to exceed \$3,000,000)	\$ 2,996,000.00
3. Advertising/Marketing Campaign Reimbursable Amount - Additional increase for FY13 (May 2013-June 2013) only of \$381,000.00. (Not to exceed \$3,131,000 per year)	\$ 381,000.00 *

All costs must be in U.S. Dollars.  
 The State will not be responsible for any costs not identified.  
 There will be no additional reimbursement for travel or other related expenses.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

0000147486  
 Ron Foth Retail, Inc.  
 dba Ron Foth Advertising  
 8100 N. High Street  
 Columbus, Ohio 43215

CONTRACT NO: CSP906912 (06/30/14)

TERMS: Net 30 Days

Remit To Address:  
 Ron Foth Advertising  
 Dept. # L-3212  
 Columbus, Ohio 43260-3212

CONTRACTOR'S CONTACT: Kim Moore, Sr. VP, Client Services

Telephone: (614)888-7771  
 Email: [kmoore@ronfoth.com](mailto:kmoore@ronfoth.com)

\*Denotes temporary increase amount with amendment 1.

SUMMARY OF AMENDMENTS

Amendment Number	Revision Date	Description
1	05/13/13	Amend contract to increase the Advertising/Marketing Campaign Reimbursable Amount for an additional \$381,500 for the remainder of FY13 only. Additionally, updated the contract analyst name.