

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. 3

TO: OHIO STATE LOTTERY COMMISSION  
FROM: HUGH QUILL, DIRECTOR, DEPARTMENT OF ADMINISTRATIVE SERVICES  
SUBJECT: TERM CONTRACT - MEDIA PLACEMENT AND SPONSORSHIP MANAGEMENT SERVICES

Attached are pages 1, 2, and 5 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 Media Placement amount by \$500,000.00 and also to advise of a change in the Analyst assigned to this contract.

All other prices, terms and conditions remain unchanged.

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

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

This amendment, the main Requirements Contract and any additional amendments thereto are available from the DAS website at the following address:



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

Affected Contractor(s):

0000067488  
Marcus Thomas LLC  
Highlands Business Park  
24865 Emery Road  
Cleveland, OH 44128  
jnash@marcusthomasllc.com



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

**REQUIREMENTS CONTRACT: Media Placement and Sponsorship Management Services**

CONTRACT NUMBER: CSP908008

EFFECTIVE DATES: 07/01/08 TO 06/30/09  
Renewal through 06/30/2011

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP908008 that opened on March 28, 2008. 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 State Lottery Commission 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:

► Harry Graham, CPPB  
[harry.graham@das.state.oh.us](mailto:harry.graham@das.state.oh.us)

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)

► Assigned Analyst updated per Amendment No. 3, dated 04/12/10.

Title: Media Placement  
 RFP Number: CSP908008  
 Index Number: LOT011K  
 NIGP Number: 915-03  
 UNSPSC Number: 82101900

1. There is no reimbursement for travel and other related expenses.
2. The State will not be responsible for any expenses not identified.
3. A budget narrative should be included with the Cost Proposal.
4. All costs must be in U.S. dollars.

**Budget Projection.** The projected budget for this project is:

- ▶ Media Placement: \$13.5 million dollars
- OAKS Number: 13316

Cost for the OL Media Placement	
DESCRIPTION	
Costs to OL for the complete stewardship of the media placement account. The cost must be expressed in a percentage number such as 1%, 2%, etc. This will be based on the actual billings less rebates.	2.9 %
	MUST BE A PERCENTAGE NUMBER
The following services are included, but not limited to, within this Project:	
Administration.	
Details for each media purchase.	
Creation of a media plan considering all media outlets.	
Media research – identify media outlets that will impact demographics of various audiences.	
Develop media plans for campaigns to include proposed dates, times, locations, media outlets, and media impressions based on identified target audiences and promotional projects.	
Media negotiations, including negotiations of no charge public service announcements (PSAs).	
Media trafficking.	
Recommend and negotiate air-time for commercial-type announcements, publication space for print outlets, outdoor spaces, Internet sites and other media used for advertising and promotional Projects.	
Invoice reconciliation and payment – verify and pay correct invoices from advertisement sources.	
The sponsorship media evaluations should be included at no additional charge.	

**Rebates.** The successful Offeror shall return to the OL or credit the OL account with any amounts received in rebate from media owners or other third parties resulting from rate reductions, lineage shrinkage, short circulation, non-appearance of advertisement, faulty production, or other similar cause.

**Media Rebates Exemptions.** Where applicable, for all advertising placements, the successful Offeror shall rebate the industry commission or, as perhaps better described, the standard fifteen percent (15%) discount to the OL. For purposes of the Contract, media subcontractor bills should be submitted as the total bill less any rebates, and then commission should be added.

**Prepaid Expenses.** The OL will reimburse the successful Offeror for all items of media expense required to be prepaid by the successful Offeror under the Contract.

**Discounts.** In the event that the successful Offeror receives cash discounts from media owners for media bills paid on or before the due dates thereof, any such discounts shall be passed along to the Lottery.

**Travel/Merchandise Bonuses.** In the event that the successful Offeror receives travel and/or merchandise offers as an incentive predicated on the expenditure of media dollars in any market on behalf of the OL, the successful Offeror shall advise the Director of such opportunities, and if authorized to expend such media dollars, such travel and/or merchandise shall become the property of the OL for use as agent incentives and or prizes in Ohio Lottery games.

- ▶ Specifications updated per Amendment No. 3, dated 04/12/10.

SUMMARY OF AMENDMENTS

<b>Amendment Number</b>	<b>Revision Date</b>	<b>Description</b>
3	04/12/10	Increase Media Placement amount by \$500,000.00 and notify of change in assigned Analyst.
2	06/26/09	Contract extension through 6/30/10, reduce bonding requirement and issue a credit to the Ohio Lottery Commission for \$82,080.00 for shared savings for FY2010. Savings and resultant credit for FY2011 will be determined prior to June 30, 2010.
1	06/27/08	Change the wording for the performance/payment bond requirement