



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

MANDATORY USE CONTRACT FOR: ADOLESCENT IMMUNIZATION PROMOTION AND EDUCATION

CONTRACT NUMBER: CSP904711

EFFECTIVE DATES: 07/01/2011 TO 12/31/2011

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP904711 that opened on 05/18/11. 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 Health 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
nicole.erb@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

COST SUMMARY FORM

Adolescent Immunization Promotion and Education
CSP904711

UNSPSC CATEGORY CODE: 82101900 (Media Placement and Fulfillment)

Budget: Not to exceed \$562,900 for the entire project.

Description	Cost
• Media buy including, but not limited to; (television time, radio spots, print, web-based and social media)	\$ <u>299,484.00</u>
• Development of marketing materials and messages to include creation of training materials and education resources for healthcare professionals, parents and adolescents to include on-line courses.	\$ <u>253,416.00</u>
TOTAL COST Not to exceed \$562,900 for the entire project	\$ <u>552,900.00</u>

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:

CONTRACT NO: CSP904711-1 (12/31/11)

0000159306

Fleishman-Hillard Inc.
1350 Euclid Avenue, Suite 200
Cleveland, Ohio 44115

TERMS: Net 30 Days

Remit To Address:
Fleishman-Hillard Inc.
P.O. Box 598
St. Louis, MO 63188-0598

CONTRACTOR'S CONTACT: Michael Murphy, Senior Vice President

Telephone: (216)928-3485
Fax: (216)928-3443
Email: Michael.murphy@fleishman.com