



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: MARKETING SERVICES FOR THE TOBACCO USE PREVENTION AND CESSATION PROGRAM

CONTRACT NUMBER: CSP904815

EFFECTIVE DATES: 01/05/2015 TO 07/31/2015

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP904815 that opened on October 15, 2014. 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:

Terri Villavicencio, CPPB
terri.villavicencio@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

Minority Business Enterprise Award in accordance with ORC CH. 125.081

Marketing Services for the Tobacco Use Prevention and Cessation Program
 CSP904815
 UNSPSC CATEGORY CODE: 80140000
 BUDGET: \$150,000.00 Estimated total for the Project

DESCRIPTION	COST
A brand for the ODH Tobacco Program with branding package standards and guidelines that includes fonts, brand assets, graphic elements and color palettes for a host of collateral materials such as web pages, publications and promotional materials.	\$22,800.00
Two fully research and tested messages for each of the three major tobacco priorities (quitting, preventing initiation and protecting against second hand smoke exposure)	\$99,987.50
Plans for promotion and dissemination of messages produced.	\$3,800.00
Associated promotional materials to accompany messages produced (e.g., factsheets, web pages, social media squibs, promotional items)	\$3,800.00
Plans for one calendar year of media campaigns. Media buys are not a part of this budget.	\$8,550.00
Participation in scheduled monthly meetings with ODH Tobacco Program Staff for the purpose of development of marketing concepts or materials.	\$3,325.00
Total Cost	\$142,262.50

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

BID CONTRACT NO.: CSP904815-1



Minority Business Enterprise (MBE)

222312
Visibility Marketing Inc.
24700 Chagrin Blvd, Suite 306
Beachwood, OH 44122

TERMS: Net 30

CONTRACTOR'S CONTACT:

Ms. Montrie Rucker Adams
24700 Chagrin Blvd., Suite 306
Beachwood, OH 44122

Office: (440) 684-9920
E-Mail: mra@visibilitymarketing.com