



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 07/30/09

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:

Ross Leider, CPPB
ross.leider@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

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: \$13.0 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.

Title: Sponsorship Management Services
 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:
 Sponsorship Management Services: \$2.5 million dollars
 OAKS Number: 13317

Cost for the OL Sponsorship Management Services	
DESCRIPTION	2.9 %
Costs to OL for the complete stewardship of the Sponsorship Management Services 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.	MUST BE A PERCENTAGE NUMBER
The following services are included, but not limited to, within this Project:	
Administration.	
Details for each transaction.	
Creation of a sponsorship plan considering all outlets.	
Sponsorship research – identify outlets that will impact demographics of various audiences.	
Develop sponsorship plans for campaigns to include proposed dates, times, locations and media outlets, based on identified target audiences and promotional projects.	
Sponsorship negotiations, including negotiations of no charge public service announcements (PSAs).	
Invoice reconciliation and payment – verify and pay correct invoices from sponsorship sources.	
Monitoring sponsorship events and components during sponsorships.	
Measuring effectiveness of sponsorships.	

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

In the event that the successful Offeror receives travel and/or merchandise offers as an incentive predicated on the expenditure of sponsorship dollars on behalf of the OL, the successful Offeror shall advise the Director of such opportunities, and if authorized to expend such 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.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

BID CONTRACT NO.: CSP908008-1 (06/30/09)

0000067488
Marcus Thomas LLC
Highlands Business Park
24865 Emery Road
Cleveland, OH 44128

TERMS: Net 30 Days

Remit To Address
0000067488
Marcus Thomas LLC
Highlands Business Park
24865 Emery Road
Cleveland, OH 44128

CONTRACTOR'S CONTACT: Mr. Jim Nash

Telephone: (216)-292-4700
Fax: (216)-378-0396
E-Mail: jnash@marcusthomasllc.com