



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: TOURISIM ADVERTISING AND PROMOTIONS FOR OHIO

CONTRACT NUMBER: CSP906912

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

\*Renewal through 04/30/15

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 contract renewal with amendment 4.

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 FY14 (April 2014-June 2014) only of \$1,270,000.00. (Not to exceed \$4,266,000 per year)	\$ 1,270,000.00

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 \*

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  
 Fax: (614) 888-5933  
 Email: [kmoore@ronfoth.com](mailto:kmoore@ronfoth.com)

\*Denotes removal of expiration date with amendment 4.

SUMMARY OF AMENDMENTS

Amendment Number	Revision Date	Description
4	04/01/15	Unilateral renewal of contract for one month 04/01/15-04/30/15.
3	01/01/15	Renewal of contract for additional three (3) months 01/01/15 – 03/31/15. Addition of contractor fax number.
2	04/16/14	Renewal of contract for additional six (6) months 07/01/14 – 12/31/14 Amend contract to increase the Advertising/Marketing Campaign Reimbursable Amount for an additional \$1,270,000 for the remainder of FY14 only.
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.