

INDEX NO.:	INS002	BID NO.:	OT903415										
VENDOR NO.		ANNUAL	1	2	3	4	5	6	7				
VENDOR NAME		EST.	Blackboard Marketing, LLC	Comp.Tech Computer Technologies, Inc.	PMM Agency, LLC	R.L. Underwood & Associates	Singleton & Partners, LTD	Spencer 4Higher Media, LLC	Three Leaf Productions				
DEL. OFFERED		USAGE/											
LOC. BY STATE	UOM	EA	Ohio	Ohio	Ohio	Ohio	Ohio	Ohio	Ohio				
BRAND/ITEM	Description		Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
				Disqualified			Disqualified	AWARD					
	*Cost to Ohio Department of Insurance for the development and implementation of media buying campaigns. The cost must be expressed in a percentage number. The Department of Insurance will pay this percentage to the Contractor based on the cost of the media purchased.		9%	2%	12%	1%	2.2%	4%	12%				
	* Media Buyer's commission is not to be considered in the Media Buyer's net placement of advertising.												
			CONTRACT AWARD: A contract will be awarded to the lowest responsive and responsible Bidder offering the lowest commission percentage of net placement of advertising who meets the specifications of this Invitation to Bid.										
			EVALUATION: Bids will be evaluated in accordance with Article I-17 of the "Instructions to Bidders". In addition, the state may use information garnered through third parties in the evaluation of a Bidder's financial responsibility.										