



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

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP906912 that opened on April 13th, 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:

Nicole Erb, CPPB
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

Tourism Advertising and Promotions for Ohio
CSP906912

UNSPSC CATEGORY CODE: 82101800

BUDGET: See below

Oaks ID 22590

Description: 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 reimbursables will be billed to the State at net cost.	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

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: CSP906912 (06/30/14)

0000147486
Ron Foth Retail, Inc.
dba Ron Foth Advertising
8100 N. High Street
Columbus, Ohio 43215

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
Email: kmoore@ronfoth.com