



STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS

Department of Administration
DIVISION OF PURCHASES
One Capitol Hill
Providence, RI 02908-5855

Tel: (401) 574-8100
Fax: (401) 574-8387
Website: www.purchasing.ri.gov

**MPA CONTRACT RENEWAL OPTION EXERCISED
PUBLIC RELATIONS/ADVERTISING SERVICES
MASTER PRICE AGREEMENT (“MPA”) #444
PURCHASE ORDERS 3201993; 3201968; and 301726
MPA EXPIRES 8/31/2015**

MPA CONTRACT RENEWAL OPTION:

The Second of Two allowable One-Year Renewal Options was exercised by the State at its sole discretion. The MPA will expire on August 31, 2015.

Note to Agencies: Three (3) competitive quotes are required for all projects expected to exceed \$25,000.00.

Agencies are required to adhere to all MPA user instructions and purchase order terms and conditions.

The purchase award as amended is attached.

VENDOR CONTACT INFORMATION:

Porter Novelli Public Services Inc. (PO #3201993)

Laura Woycha
(202) 973-5866
Laura.Wotycha@porternovelli.com

Advertising Ventures (PO #3201726)

Andrea Reed
(401) 453-4748

Policy Studies Inc. (PO # 3201968)

Jim Coursey
(919) 521-3174

WHO CAN USE THIS CONTRACT:

STATEWIDE APPLICABILITY - Political Subdivisions (cities, towns, schools, quasi-public agencies), as authorized by law, may participate in this Agreement. All ordering and billing shall be between the vendor and the political subdivision (only).



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DIVISION OF PURCHASES CONTACT:

Name: Daniel W. Majcher, Esq
Title: Assistant Director for Special Projects
Tel: 222-8073



RI Purchase Agreement Amendment Report

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS
 ONE CAPITOL HILL
 PROVIDENCE RI 02908

ADVERTISING VENTURES INC
 117 CHAPMAN ST
 PROVIDENCE, RI 02905
 United States

Amendment Date: 29-AUG-14
 Original Award Date: 03-SEP-10
 Buyer: D Majcher
 Phone #:
 FOB: Destination
 Terms: NET 30
 Vendor # 4876

S H I P T O	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST, RI MPA United States	I N V O I C E	Change Order Number 5 Award Number 3201726 Effective Period 01-SEP-10 - 31-AUG-15	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST, RI MPA United States
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PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)

Description		Bid Number	Change Order Req#		
PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)					
Line #	Code	Class-Item	Quantity	Unit	Unit Price
		CHANGE TO PO #3201726 DATED 9/8/10 CHANGE EFFECTIVE PERIOD: FROM: 9/1/10 - 8/31/13 TO: 9/1/10 - 8/31/15 EXERCISE LAST RENEWAL PER AGREEMENT. NOTE TO STATE AGENCIES: THREE COMPETITIVE QUOTES ARE REQUIRED FOR ALL PROJECTS EXPECTED TO EXCEED \$25,000.00. SUPPLIER CONTACT: ANDREA REED, DIRECTOR OF MARKETING - (401) 453-4748			

STATE PURCHASING AGENT
 Nancy R. McIntyre



RI Purchase Agreement Amendment Report

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS
 ONE CAPITOL HILL
 PROVIDENCE RI 02908

ADVERTISING VENTURES INC
 117 CHAPMAN ST
 PROVIDENCE, RI 02905
 United States

Amendment Date: 29-AUG-13
 Original Award Date: 03-SEP-10
 Buyer: D Majcher
 Phone #:
 FOB: Destination
 Terms: NET 30
 Vendor # 4876

S H I P T O	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST, RI MPA United States	Change Order Number 4 Award Number 3201726 Effective Period 01-SEP-10 - 31-AUG-14	I N V O I C E	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST, RI MPA United States
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PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)

Description			Bid Number	Change Order Req#	
PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)					
Line #	Code	Class-Item	Quantity	Unit	Unit Price
		CHANGE TO PO #3201726 DATED 9/8/10 CHANGE EFFECTIVE PERIOD: FROM: 9/1/10 - 8/31/13 TO: 9/1/10 - 8/31/14 FIRST OPTIONAL RENEWAL PER AGREEMENT. MASTER PRICE AGREEMENT #444 PUBLIC RELATIONS / ADVERTISING SERVICES IN ACCORDANCE WITH THE PROVISIONS OF RFP #7323457 AND THE ATTACHED COST PROPOSAL. NOTE TO STATE AGENCIES: THREE COMPETITIVE QUOTES ARE REQUIRED FOR ALL PROJECTS EXPECTED TO EXCEED \$25,000.00. SUPPLIER CONTACT: ANDREA REED, DIRECTOR OF MARKETING - (401) 453-4748			

STATE PURCHASING AGENT

Lorraine A. Hynes



Notice of Contract Purchase Agreement

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS
ONE CAPITOL HILL
PROVIDENCE RI 02908

ADVERTISING VENTURES INC
117 CHAPMAN ST
PROVIDENCE, RI 02905

PUBLIC RELATIONS/ADVERTISING SERVICES (MPA-444)	
Award Number 3201726	Effective Period: 01-SEP-10 - 31-AUG-13

S H I P T O	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST,RI MPA United States
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Date: 03-SEP-10
Buyer: J Moynihan
Shipping: Paid
Terms: NET 30
Vendor#: 4876

I N V O I C E	MASTER PRICE AGREEMENT SEE BELOW RELEASE AGAINST,RI MPA United States
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Department	Type of Requisition	Bid Number	Requisition Number
		N/A	

9/1/10 - 8/31/13

THREE (3) YEARS WITH AN OPTION TO RENEW FOR TWO (2) ADDITIONAL YEARS.

MASTER PRICE AGREEMENT #444

TO ESTABLISH A MASTER PRICE AGREEMENT (MPA #444) FOR PUBLIC RELATIONS AND ADVERTISING SERVICES IN ACCORDANCE WITH THE PROVISIONS OF RFP #7323457 AND THE ATTACHED COST PROPOSAL.

NOTE TO STATE AGENCIES:

THREE COMPETITIVE QUOTES ARE REQUIRED FOR ALL PROJECTS EXPECTED TO EXCEED \$25,000.00.

SUPPLIER CONTACT:

ANDREA REED - DIRECTOR OF MARKETING - (401) 453-4748

STATE PURCHASING AGENT
Lorraine A. Hynes

This Notice of Award/Purchase Order is issued in accordance with the specific requirements described herein and the State's Purchasing Regulations and General Conditions of Purchase, copies of which are available at www.purchasing.ri.gov. Delivery of goods or services as described herein shall be deemed acceptance of these requirements

BUDGET FORM 1:
VENDOR BILLING RATES

Function on Account	Name	Hourly Rate	Subcontractor (Yes or No)
Account Management			
Vendor Supervisor	_____	\$125	NO
Account Management	_____	\$100	NO
Account Executive	_____	\$95	NO
Assistant Account Executive	_____	\$75 - \$125	NO
	_____	_____	_____
PR Account Manager	_____	\$75 - \$125	NO
Clerical/Administrative	_____	\$40 - \$75	NO
Marketing Intern	_____	n/a	NO
Creative Services			
Graphic Designer	_____	\$50 - \$125	NO
Logo Designer	_____	\$50 - \$125	NO
Web Designer	_____	\$100 - \$125	NO
Illustrator	_____	\$125	NO
Copywriter	_____	\$80 - \$120	NO
Other Services (Specify)			
Production Manager	_____	\$80	NO
Production/Traffic	_____	\$80	NO
	_____	_____	_____

BUDGET FORM 2: HOURLY RATE PROPOSAL

Instructions: Please submit your vendor's proposed hourly rate for each of the services to be rendered in the contract, per the categories specified below.

Services:	Hourly Rate
A. Strategic Planning	<u>\$100 - \$125</u>
B. Crisis Communication	<u>\$100 - \$150</u>
C. Media Relations and Public Relations	<u>\$75 - \$125</u>
D. Media Training	<u>\$100 - \$125</u>
E. Special Events Planning	<u>\$75 - \$125</u>
F. Creative Services	<u>\$50 - \$150</u>
G. Web Page Design	<u>\$75 - \$125</u>
H. Focus Group Recruiting	<u>\$50 - \$100</u>
I. Focus Group Guide Development	<u>\$90 - \$100</u>
J. Focus Group Facilitation	<u>\$125</u>
K. Focus Group Note Taking	<u>\$75</u>
L. Focus Group Report Development/Analysis	<u>\$125</u>
M. Survey/In-depth Interview Design	<u>\$100</u>
N. Survey/In-depth Interview Administration	<u>\$100</u>
O. Comprehensive Literature Reviews	<u>\$100</u>

Contract Management: Indicate amount of time per month Vendor will spend on contract management, the hourly rate, and the tasks involved.

For an agreement such as this with no defined deliverables (marketing campaign, advertising, research program, etc) or a strategic or creative services budget, it is difficult to estimate a per month fee for "Management "

(add)ventures anticipates a nominal amount per month for overall Management. Any project management costs would be estimated on a per project basis.

Management cost: \$100 per hour for 2 hours = \$200

Tasks include:

- check-in calls with primary points of contact with DHHS
- generating any invoices and progress billing from prior month

BUDGET FORM 3:
COMMISSION PROPOSAL

Instructions: Submit your proposed vendor commission rate for each of the following services:

Technical Services	Proposed Commission
A. Print Production (new product)	<u>8</u> %
B. Reprint of Existing Materials	<u>3</u> %
C. Miscellaneous Services	<u>8</u> %

Note: Vendor commissions cannot exceed 10% of total cost of individual technical services