



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](http://www.purchasing.ri.gov)

**CONTRACT USER GUIDE**  
**MEDIA BUYING, PLANNING AND MEASUREMENT SERVICES**  
**MASTER PRICE AGREEMENT (“MPA”) #417**  
**SOLICITATION #7549921**  
**CONTRACT TERM 2/1/2016 – 1/31/2019**  
**WITH 2 RENEWAL OPTION(S) FOR 1-YEAR TERM(S) AT THE SOLE OPTION OF**  
**THE STATE**

**BACKGROUND:**

A solicitation was conducted to qualify firms to provide media buying, planning and measurement services. Six (6) firms submitted; four awards were issued.

**CONTRACT SUMMARY:**

Media buying services shall include 1) Planning: Firm is to collaborate with State agency representative to develop and place media buys that effectively reach target markets. All media purchases must be documented with prior approval of authorized State personnel; 2) Negotiating: Firm is to negotiate complete rates.

Firms are to negotiate, value and translate outcomes for paid media to include: broadcast (community cable, network, affiliate television, radio), print (newspaper, brochures/flyers, magazines, programs), out-of-home/outdoor (billboard, posters, transit, signage, cinema), mobile and web (social, apps, digital, web video), event (festivals, sports marketing, sponsorships), ADA/TDD and multicultural channels.

Firms are required to provide reports, as required, structured to specific agency needs, with content that links the media objectives to definable outcomes to measure Return on Investment (ROI) and shall include a) Media Brief – foundation planning tool documents the strategy, rationale, and defined, measurable objectives of any campaign, confirming the metrics by which the campaign is to be evaluated; b) Post-Campaign Report which should include, where available, action metrics, engagement metrics, cost & audience metrics; c) quarterly performance reviews in conjunction with authorized state agency representative, an valuation of each campaign , with the intended outcomes more fully examined and recommendations for further identified.



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**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).

**VENDOR AWARDS CONTACT INFORMATION:**

**Purchase Order # 3450859**

**Vendor Name:** Connelly Partners LLC  
Contact Name: Sarah Bikofsky  
Tel: 617-521-5459  
Email: [sbikofsky@connellypartners.com](mailto:sbikofsky@connellypartners.com)

**Purchase Order # 3450860**

**Vendor Name:** Fuseideas LLC  
Contact Name: Dennis Franczak  
Tel: 617-776-5800  
Email: [dfranczak@fuseideas.com](mailto:dfranczak@fuseideas.com)

**Purchase Order # 3450867**

**Vendor Name:** JL Media Inc.  
Contact Name: Rich Russo  
Tel: 908-687-8700  
Email: [rrusso@jlmedia.com](mailto:rrusso@jlmedia.com)

**Purchase Order # 3450868**

**Vendor Name:** RDW Group Inc.  
Contact Name: James Pontarelli  
Tel: 401-521-2700  
Email: [jpontarelli@rdwgroup.com](mailto:jpontarelli@rdwgroup.com)

**DIVISION OF PURCHASES CONTACT:**

Name: Lisa Hill  
Title: Chief Buyer  
Tel: 401-574-8118  
Email: [lisa.hill@purchasing.ri.gov](mailto:lisa.hill@purchasing.ri.gov)



**STATE OF RHODE ISLAND  
DIVISION OF PURCHASES**

<b>MPA 417</b>	2/1/2016-1/31/2019 Option to renew with two 1 year terms
<b>Media Planning, Buying and Measurement</b>	

ITEM	DESCRIPTION	VENDOR 1	VENDOR 2	VENDOR 3	VENDOR 4
		<b>Connelly Partners</b>	<b>Fuse Ideas</b>	<b>J L Media</b>	<b>RDW Group</b>
1. Commissionable Media Placement Percent	All Media (Except social & optimization: Firm Fixed Fee Expressed as a % of the net cost for media Placement	Traditional/Bundled media-8% Discrete Digital Media - 13%	7% for \$0-\$3MM for media placed in calendar year 6% for over \$3MM for media placed in calendar year	5%	5%
2. Non-Commissionable Services:	I. Social and Paid Search	Social Engagement Supervisor-\$125/hr Search Mktg. Manager-\$100/hr.	Social Media Director - \$175/hr. Social Media Manager/Community Mgr. - \$140/hr.	Paid Search- \$200/hr. Social Media - \$150/hr.	All titles - \$140/hr
	II. Production and Technical Fixes (all Media )	Digital Producer-\$150/hr. Production Mgr.-\$125/hr. Studio Designer-\$100/hr.	Traffic Manager - \$150/hr. Design Production - \$150/hr.	Account Mgr. - \$200/hr. Asst. Acct. Mgr-\$175/hr.	All titles - \$140/hr.
	III. Benchmarking and Research	Group Planning Director \$200/hr. Analytics Manager - \$150/hr.	Brand/Marketing Strategist - \$200/hr. Lead Researcher - \$185/hr. Research Analyst - \$165/hr. Media Strategist - \$175/hr.	Research Director-\$185/hr. Dir. of Govt Strategy-\$185/hr.	All titles - \$140/hr.
	IV. Interagency Resource Partnerships	Brand Mgr. Supervisor-\$130/hr. Brand Manager-\$100/hr.	Account Director/Strategist - \$200/hr. Account Strategist/Account Manager - \$165/hr.	Dir. Of Govt Strategy-\$185/hr.	All titles - \$140/hr.