

Purchase Change Request			 Marshall University Office of Purchasing One John Marshall Drive Huntington, WV 25755-4100		Order # MU19MEDIABUY	
FY 2019	Buyer TB	Date 6/7/2019	Account	P.O. Date 1/7/2019	Contract MU19MEDIABUY	
Document ☐ Requisition (Cancellation only) ☐ Regular Purchase Order ☐ Contract Purchase Order ☐ Open End Contract Purchase ☐ Agreement			Document Action ☐ Cancellation ☐ Increase/Decrease ☐ Unused Balance ☐ Freight ☐ Renewal ☐ Extension Error ☐ Error in Total Amount ☐ Change of Account ☐ Change of Vendor Name/Address ☐ Other			
Vendor Name, Address, Phone #, etc. Seventh Point Inc 4752 Euclid Road Virginia Beach, VA 23462 Ph# 757-473-8152 Fax			Vendor Code 541315078 FEIN#		BOG Unit Name & Address Marshall University Office of Purchasing One John Marshall Drive Huntington, WV 25755-4100	
Item#	Quantity	Description of Change			Unit Price	Extended Price
		Change Order # <u>1</u> To amend the contract according to all terms, conditions, and specifications contained in the original contract and all authorized change orders, as per information below and on page 2. MEDIA BUYING SERVICES Add new items of estimated charges: (1) TV Spend (2) Out-of-Home Spend (3) Production Cost (4) Digital - Display (Banners & Native) (5) Digital - SEM (6) Digital - Social Effective Date of Change: 6/7/2019				
Reason for Change: Add estimated charges for TV, Out-of Home, Production, and Digital.				Previous Total		\$ OPEN-END
				Increase		\$
				Decrease		\$
				New Total		\$ OPEN-END

Approved:

Authorized Signature

Date

N/A

Attorney General if required

Date



2019 Integrated Media Tier 1 - Estimated Charges

ITEM	MARKETS	January 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019	Sep 2019	Total
1	TV Charleston Huntington Bluefield-Rocky-Che HUN Clarksburg-Weston	31 7 14 21 28	4 11 18 25	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23	\$46,680 \$12,580 \$15,760
	TOTAL Estimated TV Spend	\$0	\$18,750	\$18,750	\$18,750	\$0	\$0	\$0	\$0	\$0	\$75,000
2	Out-Of-Home* Charleston Town Center Mall Yeager Airport Signage Tri-State Airport Signage	31 7 14 21 28	4 11 18 25	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23	\$15,000
	TOTAL Estimated OOH Spend	\$0	\$12,291.18	\$13,617.65	\$6,808.82	\$0	\$0	\$0	\$0	\$0	\$33,217.65
	*Include OOH production	0	232,510	505,020	232,510	0	0	0	0	0	1,010,040
3	Production Cost/Extra Campaign Reporting SEM Creative Contingency Budget	31 7 14 21 28	4 11 18 25	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23	\$0
	TOTAL Production Cost	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
4	Digital - Display (Banner & Native) Target 1: Prospective HS Students Target 2: Parents of Prospective HS Students Target 3: Graduate Students Target 4: MBA Students Target 5: Data Analytics Students Target 6: Leadership Studies Program Students	31 7 14 21 28	4 11 18 25	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23	\$39,735.39 \$9,698.61 \$18,210.66 \$5,000.00 \$5,000.00 \$5,000.00 \$82,644.66
	TOTAL Digital Cost	\$0.00	\$6,499.15	\$11,183.66	\$11,222.15	\$19,614.07	\$15,069.71	\$15,037.72	\$0.00	\$0.00	\$13,753,924
5	Digital - SEM (Search & Youtb Target Audience Target 1: Prospective HS Students Target 2: Parents of Prospective HS Students Target 3: Graduate Students Target 4: MBA Students Target 5: Data Analytics Students Target 6: Leadership Studies Program Students	31 7 14 21 28	4 11 18 25	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23	\$54,352.00 \$16,578.00 \$25,028.66 \$0.00 \$0.00 \$0.00 \$0.00
	TOTAL Digital Cost	\$0.00	\$9,123.03	\$32,077.14	\$15,617.06	\$19,201.98	\$14,820.09	\$14,818.76	\$0.00	\$0.00	\$95,598.66
6	Digital - Social (Facebook) Target Audience Target 1: Prospective HS Students Target 2: Parents of Prospective HS Students Target 3: Graduate Students Target 4: MBA Students Target 5: Data Analytics Students Target 6: Leadership Studies Program Students	31 7 14 21 28	4 11 18 25	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23	\$10,598.00 \$10,584.00 \$3,614.68 \$0.00 \$0.00 \$0.00 \$0.00
	TOTAL Digital Cost	\$0.00	\$3,872.04	\$5,695.40	\$5,599.14	\$4,111.15	\$3,149.73	\$3,119.22	\$0.00	\$0.00	\$24,796.68
	Total Digital Impressions Estimate	0	3,141	6,282	6,282	6,282	4,712	4,712	0	0	3,273,960
	Total Estimated Spend	\$0.00	\$50,286.00	\$99,073.85	\$60,047.37	\$42,927.20	\$33,007.53	\$33,275.70	\$0.00	\$0.00	\$311,617.65
	Total Estimated Impressions	0	3,100,555	6,201,111	5,033,988	3,517,768	2,638,325	2,638,329	0	0	23,130,076

NEW Budget Breakdown		\$311,617.65
Digital		\$203,400.00
Traditional		\$108,217.65

Total Campaign Budget - \$:



Office of Purchasing

May 22, 2019

Valerie Dazey
Seventh Point
4752 Euclid Road
Virginia Beach, VA 23462

Re: Clarification on budget amounts for payment

Dear Valerie,

Per the attached budget spreadsheet, please confirm the estimated totals for 2019 Integrated Media Tier 1 by signing below.

If you have any questions, please feel free to call me at 304-696-3157.

Sincerely,

Tracey Brown-Dolinski
Assistant Director of Purchasing

I agree to the 2019 Integrated Media Tier 1 budget from January 2019 – July 2019 under the same terms and conditions as the MU19MEDIABUY contract.

☒ Yes ☐ No

☐ Yes, subject to the following changes indicated below or in the attached letter.

Signature

5/23/19

Date

CRYSTAL HENDERSON

Printed Name

Comptroller

Title

Comments: _____

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