


Purchase Change Request			 Marshall University Office of Purchasing One John Marshall Drive Huntington, WV 25755-4100			Order # MU19MEDIABUY		
FY 20	Buyer TB	Date 1/28/2020	Account Various	P.O. Date 1/7/2019	Contract MU19MEDIABUY			
Document <input type="checkbox"/> Requisition (Cancellation only) <input type="checkbox"/> Regular Purchase Order <input type="checkbox"/> Contract Purchase Order <input checked="" type="checkbox"/> Open End Contract Purchase <input type="checkbox"/> Agreement				Document Action <input type="checkbox"/> Cancellation <input type="checkbox"/> Increase/Decrease <input type="checkbox"/> Unused Balance <input type="checkbox"/> Freight <input checked="" type="checkbox"/> Renewal <input type="checkbox"/> Extension Error				<input type="checkbox"/> Error in Total Amount <input type="checkbox"/> Change of Account <input type="checkbox"/> Change of Vendor Name/Address <input type="checkbox"/> Other
Vendor Name, Address, Phone #, etc. SPI Productions Inc 4752 Euclid Road Virginia Beach, VA 23462			Vendor Code		BOG Unit Name & Address Marshall University Office of Purchasing One John Marshall Drive Huntington, WV 25755-4100			
Ph# 757-473-8152		Fax		FEIN# 833966155				
Item#	Quantity	Description of Change			Unit Price	Extended Price		
		<p style="text-align: center;">Change Order # <u>4</u></p> <p>To renew the contract according to all terms, conditions, prices and specifications contained in the original contract and all authorized change orders, as per the information on page 2.</p> <p style="text-align: center;">MEDIA BUYING SERVICES</p> <p>Effective Date(s): January 7, 2020 - January 6, 2021 Renewal: #1 of 4 Renewals Remaining: (3) Three</p>						
Reason for Change: Contract Renewal					Previous Total	\$ Open-End		
					Increase	\$		
					Decrease	\$		
					New Total	\$ Open-End		

Approved: Angela White Negf 1/28/20 Date

Authorized Signature

N/A

Attorney General if required Date

Marshall University 2019-2020 Media Plan

TV (:30)		Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	April 2020	May 2020	Total
*buys focused on 5a-10a News Network Programming broadcast & cable	Charleston-Huntington									
	Bluefield-Beckley-Oak Hill									
	Clarksburg-Weston									
	TOTAL Estimated TV Spend	\$0	\$18,750	\$18,750	\$0	\$0	\$18,750	\$18,750	\$0	\$75,000
	Total Estimated TV Impressions	0	1,250,000	1,250,000	0	0	1,250,000	1,250,000	0	5,000,000
Outdoor	Yeager Airport & Tri-State Airport Signage- *see tab									\$10,471
	Billboards 2-3 TBD (*Impressions TBD)									\$54,529
	TOTAL Estimated OOH Spend	\$0	\$7,550	\$18,876	\$3,775	\$0	\$9,865	\$4,953	\$0	\$45,000
	Total Estimated OOH Impressions:	0	352,818	882,045	176,409	0	0	0	0	1,411,272
Digital	Digital Display									\$61,669
	Online									\$24,885
	Business Leadership									\$19,500
	Healthcare									\$10,950
	Cyber Programs									\$8,667
	Digital SEM									\$54,695
	Online									\$19,841
	Business Leadership									\$15,696
	Healthcare									\$9,579
	Cyber Programs									\$15,000
	YouTube									\$48,636
	Digital Social									
	Online									
	Business Leadership									
	Healthcare									
Cyber Programs										
	Total Estimated Digital Spend	\$0	\$25,714	\$25,714	\$25,714	\$25,714	\$25,714	\$25,714	\$25,714	\$180,000.00
	Total Estimated Digital Impressions	0	2,919,614	2,919,614	2,919,614	2,919,614	2,919,614	2,919,614	2,919,619	20,437,303
	Total Estimated Spend	\$0	\$52,015	\$63,341	\$29,489	\$25,714	\$54,330	\$49,397	\$25,714	\$300,000.00
	Total Estimated Impressions	0	4,522,432	5,051,659	3,096,023	2,919,614	4,169,614	4,169,614	2,919,619	26,848,575

Budget Breakdown	
Digital	\$300,000.00 100%
Traditional	\$180,000.00 60%
	\$120,000.00 40%

Office of Purchasing

December 18, 2019

SPI Productions Inc
4752 Euclid Road
Virginia Beach, VA 23462

Re: Contract Extension for MU19MEDIABUY

To Whom It May Concern:

The above referenced contract expires January 6, 2020. Marshall University wishes to extend the contract for media buying services.

Please annotate on the bottom of this letter, with your signature and date, if you agree to extend contract **MU19MEDIABUY** effective January 7, 2020 through January 6, 2021 under the same terms and conditions. Enclosed is a Purchasing Affidavit which requires signature and notarization as well.

Please return the letter and the enclosures signed in the original to the noted below.

Marshall University Office of Purchasing
One John Marshall Drive
Huntington, WV 25755-4100

If you have any questions, please feel free to call me at 304-696-8853.

Sincerely,



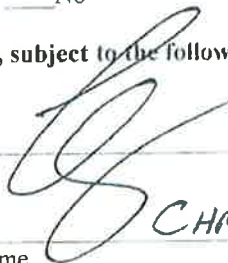
Brianna Salyers
Purchasing Agent

I agree to extend the current contract # **MU19MEDIABUY** for an additional one (1) year period under the same terms and conditions.

☒ Yes ☐ No

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

Signature



12-23-19

Date

Printed Name

CHRIS CALCAGNO

Title

PRESIDENT SPI PRODUCTIONS

Comments:

WE ARE... MARSHALL.

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

CONSTRUCTION CONTRACTS: Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

ALL CONTRACTS: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: _____

Authorized Signature: _____ Date: 12-23-19

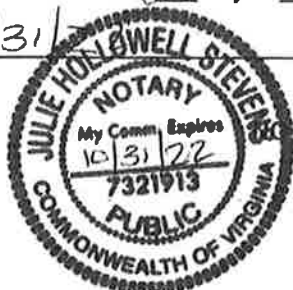
State of Virginia

County of Suffolk, to-wit: _____

Taken, subscribed, and sworn to before me this 23rd day of December, 2019

My Commission expires 10/31/22, 2022

AFFIX SEAL HERE



NOTARY PUBLIC

Julie Howell Stevens

Purchasing Affidavit (Revised 01/19/2018)