


<b>Purchase Change Request</b>			 Marshall University Office of Purchasing One John Marshall Drive Huntington, WV 25755-4100		<b>Order #</b> MU19MEDIABUY	
FY 2020	Buyer TB	Date 3/20/2020	Account Various	P.O. Date 1/7/2019	Contract MU19MEDIABUY	
<b>Document</b> <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			<b>Document Action</b> <div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> Cancellation  <input checked="" type="checkbox"/> Increase/Decrease  <input type="checkbox"/> Unused Balance  <input type="checkbox"/> Freight  <input type="checkbox"/> Renewal  <input type="checkbox"/> Extension Error           </div> <div> <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           </div> </div>			
Vendor Name, Address, Phone #, etc. <b>SPI Productions Inc</b> <b>4752 Euclid Road</b> <b>Virginia Beach, VA 23462</b>			Vendor Code		<b>BOG Unit Name &amp; Address</b> 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;"><b>Change Order # <u>5</u></b></p> <p>To amend the contract according to all terms, conditions, and specifications contained in the original contract and all authorized change orders, as per the information below and on page 2.</p> <p style="text-align: center;"><b>MEDIA BUYING SERVICES</b></p> <p>To amend the rates for February, March, April, and May as per the 2019-2020 Media Plan for the following items:</p> <p style="margin-left: 40px;">(1) TV Spend (2) Out of Home / Outdoor Spend (3) Digital Spend</p> <p>Effective Date of Change: 3/20/2020</p> <p>Contract Effective Dates: January 7, 2020 - January 6, 2021</p>				
Reason for Change: To amend the rates for February, March, April, and May as per the 2019-2020 Media Plan.				Previous Total	\$	Open-End
				Increase	\$	
				Decrease	\$	
				New Total	\$	Open-End

Approved:

Authorized Signature

*Angela White Negf* 3/20/20

Date

N/A

Attorney General if required

Date



		Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	April 2020	May 2020	Total													
TV (30)		30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25
*Buys focused on 5a-11a News Network Programming/ broadcast cable	Charleston-Huntington Bluefield-Beckley-Oak Hill Clarksburg-Weston																						
	TOTAL Estimated TV Spend	\$0	\$16,130	\$23,807	\$0	\$0	\$17,472	\$17,591	\$0	\$75,000													
Outdoor	Yeager Airport & Tri-State Airport Signage- *see tab Charleston- #K1083 Huntington- #2143 Parkersburg- #P6015 Shinnston- #A5008																						
	TOTAL Estimated OOH Spend	\$0	\$17,485	\$10,997	\$5,071	\$7,129	\$4,317	\$0	\$0	\$45,000													
Digital	Digital Display Digital SEM YouTube Digital Social																						
	TOTAL Estimated Digital Spend	\$0	\$25,714	\$25,714	\$25,714	\$25,714	\$25,714	\$25,714	\$25,714	\$180,000													
	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	\$59,329	\$60,519	\$30,785	\$32,844	\$47,503	\$43,305	\$25,714	\$300,000													
	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													

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