



Contract Award Notification

Title	: Group 79050 – Media Buying Services (Statewide) Classification Code(s): 55, 80, 82
Award Number	: 23171
Contract Period	: September 27, 2019 – September 26, 2024
Bid Opening Date	: July 24, 2019
Date of Issue	: September 27, 2019 (Revised October 10, 2019)
Specification Reference	: As Incorporated In The Solicitation
Contractor Information	: Appears on Page 2 of this Award

Address Inquiries To:

State Agencies & Vendors	Political Subdivisions & Others
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**Procurement Services values your input.
Complete and return "Contract Performance Report" at end of document.**

Description

This award is for Media Buying Services (Statewide). These contracts include strategic media planning, buying, and placement across all types of media platforms (video, digital, audio, social media, print, out-of-home, sports, arena-stadium, etc.).

This Contract Award Notification contains MWBE goals of 15% MBE and 15% WBE.

There are no SDVOB Goals on this Contract.

PR # 23171

<u>CONTRACT #</u>	<u>CONTRACTOR</u>	<u>FED.IDENT.</u>	<u>NYS VENDOR#</u>
PS68901	Wahl Media, Inc.	16-1612544	1100152075
PS68900	OpAD Media Solutions, LLC	84-1660745	1100003899
PS68899	OCD Media, LLC	20-0810046	1100232782
PS68898	Miller Advertising Agency, Inc.	13-1936588	1000012591
PS68897	Kivvit, LLC	61-1417875	1100178724

Cash Discount, If Shown, Should be Given Special Attention.

INVOICES MUST BE SENT DIRECTLY TO THE ORDERING AGENCY FOR PAYMENT.
 (See "Contract Payments" and "Electronic Payments" in this document.)

AGENCIES SHOULD NOTIFY NEW YORK STATE PROCUREMENT SERVICES PROMPTLY IF THE CONTRACTOR FAILS TO MEET DELIVERY OR OTHER TERMS OF THIS CONTRACT. PRODUCTS OR SERVICES WHICH DO NOT COMPLY WITH THE SPECIFICATIONS OR ARE OTHERWISE UNSATISFACTORY TO THE AGENCY SHOULD ALSO BE REPORTED TO PROCUREMENT SERVICES.

SMALL, MINORITY AND WOMEN-OWNED BUSINESSES:

The letters SB listed under the Contract Number indicate the contractor is a NYS small business. Additionally, the letters MBE and WBE indicate the contractor is a Minority-owned Business Enterprise and/or Woman-owned Business Enterprise.

RECYCLED, REMANUFACTURED AND ENERGY EFFICIENT PRODUCTS:

Procurement Services supports and encourages the purchase of recycled, remanufactured, energy efficient and "energy star" products. If one of the following codes appears as a suffix in the Award Number or is noted under the individual Contract Number(s) in this Contract Award Notification, please look at the individual awarded items for more information on products meeting the suffix description.

RS, RP, RA	Recycled
RM	Remanufactured
SW	Solid Waste Impact
EE	Energy Efficient
E*	EPA Energy Star
ES	Environmentally Sensitive

NOTE TO AUTHORIZED USERS:

When placing purchase orders under the contract(s), the authorized user should be familiar with and follow the terms and conditions governing its use which usually appears at the end of this document. The authorized user is accountable and responsible for compliance with the requirements of public procurement processes. The authorized user must periodically sample the results of its procurements to determine its compliance. In sampling its procurements, an authorized user should test for reasonableness of results to ensure that such results can withstand public scrutiny.

The authorized user, when purchasing from OGS contracts, should hold the contractor accountable for contract compliance and meeting the contract terms, conditions, specifications, and other requirements. Also, in recognition of market fluctuations over time, authorized users are encouraged to seek improved pricing whenever possible.

Authorized users have the responsibility to document purchases, particularly when using OGS multiple award contracts for the same or similar product(s)/service(s), which should include:

- a statement of need and associated requirements,
- a summary of the contract alternatives considered for the purchase,
- the reason(s) supporting the resulting purchase (e.g., show the basis for the selection among multiple contracts at the time of purchase was the most practical and economical alternative and was in the best interests of the State).

**State of New York
Office of General Services
PROCUREMENT
SERVICES**

Please take a moment to let us know how this contract award has measured up to your expectations. If reporting on more than one contractor or product, please make copies as needed. This office will use the information to improve our contract award, where appropriate. **Comments should include those of the product's end user.**

Contract No.: _____ **Contractor.** _____

Describe Product* Provided (Include Item No., if available):

***Note:** "Product" is defined as a deliverable under any Bid or Contract, which may include commodities (including printing), services and/or technology. The term "Product" includes Licensed Software.

	Excellent	Good	Acceptable	Unacceptable
• Product meets your needs				
• Product meets contract specifications				
• Pricing				

CONTRACTOR

	Excellent	Good	Acceptable	Unacceptable
• Timeliness of delivery				
• Completeness of order (fill rate)				
• Responsiveness to inquiries				
• Employee courtesy				
• Problem resolution				

Comments

_____ (over)

Agency: _____	Prepared by: _____
Address: _____	Title: _____
_____	Date: _____
_____	Phone: _____
_____	E-mail: _____

Please Return by Email or mail:
 OGS PROCUREMENT SERVICES
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