



Office of General Services Procurement Services

Corning Tower, Empire State Plaza, Albany, NY 12242 | <https://ogs.ny.gov/procurement> | customer.services@ogs.ny.gov | 518-474-6717

Contract Award Notification Update

Subject: Contractor Contact Information Update

DATE: May 14, 2025

AWARD #: [23171](#)

GROUP #: 79050

AWARD DESCRIPTION: Media Buying Services (Statewide)

CONTRACT PERIOD: September 27, 2019 – September 26, 2029

CONTACT: Adriana Rokov

| 518-473-1807 |

Adriana.Rokov@ogs.ny.gov

CONTRACT NO.: PS68898

CONTRACTOR: Miller Advertising Agency, Inc.

TO ALL STATE AGENCIES AND OTHERS AUTHORIZED TO USE STATE CONTRACTS:

OGS Procurement Services has updated Miller Advertising Agency, Inc.'s contact information. OGS has posted the following revised documents:

Contractor

Miller Advertising Agency, Inc.

Document Name

7905023171am_Miller_2025.05.14

Miller Advertising Agency, Inc.'s Account Management Team document is available via a link on the Contractor Information Summary page;

<https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171ContractorInfo.pdf>

Contractor

All Contractors

Document Name

7905023171ra05

OGS has also revised the Award document to reflect Miller Advertising Agency, Inc.'s updated contact information. The document is available via link on the Contract Landing Page; <https://ogs.ny.gov/contract-award-23171>

All other terms and conditions of this Award remain the same.



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Contract Award Notification Update

Contract Extension Documents, Revised Award Subject: Document, Contractor Information Document, and Pricing Information Document

DATE: November 15, 2024 **AWARD #:** [23171](#) **GROUP #:** 79050

AWARD DESCRIPTION: Media Buying Services (Statewide)

CONTRACT PERIOD: September 27, 2019 – **September 26, 2029**

CONTACT: Adriana Rokov | 518-473-1807 | Adriana.Rokov@ogs.ny.gov

CONTRACT NO.: All Contract Numbers **CONTRACTOR:** All Contractors

To All State Agencies and others authorized to use State Contracts:

In accordance with Section 3.1 of the Contractor's Executed Contracts, OGS Procurement Services has extended all contracts under this award for an additional five (5) years or until a replacement contract(s) has/have been issued, whichever occurs first.

OGS Procurement Services has published revised versions of the Contract Award and Contractor Information documents to reflect the extended end date.

OCD Media, Inc. has decreased their not-to-exceed commission rate which can be seen in their revised Pricing Information document.

Additionally, the Executed Contract link on each Contractor Information document has been updated to include the signed Amendment Document, updated Appendix A – *Standard Clauses for New York State Contracts* and newly added Appendix C – *Federal Funding Agency Mandatory Terms and Conditions*.

Authorized Users should refer to the OGS website to access information regarding this Award at the following link: <https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171pm.pdf>

All other terms and conditions for this Award remain the same.



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Contract Award Notification Update

Subject: Lapse In Contract Coverage

DATE: September 9, 2024

AWARD #: [23171](#)

GROUP #: 79050

AWARD DESCRIPTION: Media Buying Services (Statewide)

CONTRACT PERIOD: September 27, 2019 – September 26, 2024

CONTACT: Adriana Rokov

| 518-473-1807 |

Adriana.Rokov@ogs.ny.gov

CONTRACT NO.: All Contract
Numbers

CONTRACTOR: All Contractors

To All State Agencies and others authorized to use State Contracts:

The Media Buying Services (Statewide) Contracts bearing Group #79050 and Award #23171 Contract Periods are currently scheduled to expire on September 26, 2024. We anticipate that there will be a short lapse in coverage while we complete extensions for all of the current contracts.

In accordance with Section 3.1 of the Contractor's Executed Contracts, OGS Procurement Services intends to extend all contracts under this award for an additional five (5) years or until a replacement contract(s) has/have been issued, whichever occurs first. OGS Procurement Services will announce the extension of current contracts through the Purchaser Notification System, <https://online.ogs.ny.gov/pns/>.

While OGS Procurement Services is working diligently to minimize the duration of the lapse in coverage, we remind Authorized Users that Section 3.1 of the Executed Contracts allows for Media Buy campaigns to survive up to one year beyond the expiration date of the Contract. This does not apply to established campaigns that have expiration dates prior to the current expiration date.

Authorized Users that require Media Buy campaigns after September 26, 2024 should consider whether to procure these services with their discretionary purchasing authority until such time as the current contract extensions are approved by OSC.

We are not conducting a periodic recruitment of additional Contractors at this time. OGS Procurement Services advises that any vendor seeking to do business with NY State to register with the NYS Contract Reporter and sign up for notifications when new bid opportunities are posted, <https://www.nyscr.ny.gov/>.

Authorized Users should refer to the OGS website to access information regarding this Award at the following link: <https://ogs.ny.gov/contract-award-23171>

All other terms and conditions for this Award remain the same



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Contract Award Notification Update

Subject: Pricing Document Update

DATE: August 28, 2024

AWARD #: [23171](#)

GROUP #: 79050

AWARD DESCRIPTION: Media Buying Services (Statewide)

CONTRACT PERIOD: September 27, 2019 – September 26, 2024

CONTACT: Adriana Rokov | 518-473-1807 | Adriana.Rokov@ogs.ny.gov

CONTRACT NO.: PS68897
PS68898
PS68899
PS68900
PS68901

CONTRACTOR: Kivvit, LLC
Miller Advertising Agency, Inc.
OCD Media, LLC
OpAD Media Solutions, LLC
Wahl Media, Inc.

To All State Agencies and others authorized to use State Contracts:

OGS Procurement Services has updated the Pricing document for each Contractor to include an additional page emphasizing that the Commission Rates listed are Not-To-Exceed, maximum rates. The Contractor will bid the actual Commission Rate they wish to offer in response to the Media Buy Request (MBR) that is below or equal to their posted rate.

The updated document can be found in Contract Information Summary page for this Award, or by accessing the following link: <https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171ContractorInfo.pdf>

All other terms and conditions for this Award remain the same.



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Contract Award Notification Update

Subject: Contract Term Extension

DATE: June 28, 2024 **AWARD #:** [23171](#) **GROUP #:** 79050

AWARD DESCRIPTION: Media Buying Services (Statewide)

CONTRACT PERIOD: September 27, 2019 – September 26, 2024

CONTACT: Adriana Rokov | 518-473-1807 | Adriana.Rokov@ogs.ny.gov

CONTRACT NO.: All Contract Numbers **CONTRACTOR:** All Contractors

To All State Agencies and others authorized to use State Contracts:

The Media Buying Services (Statewide) Contract bearing Group #79050 and Award #23171 Contract Period is scheduled to end on September 26, 2024.

In accordance with Section 3.1 of the Contractor's Executed Contracts, OGS Procurement Services intends to extend all contracts under this award for an additional five (5) years or until a replacement contract(s) has/have been issued, whichever occurs first. We do not expect a lapse in coverage. OGS Procurement Services will announce the extension of current contracts through the Purchaser Notification System, <https://online.ogs.ny.gov/pns/>.

We are not conducting a periodic recruitment of additional Contractors at this time. OGS Procurement Services advises that any vendor seeking to do business with NY State to register with the NYS Contract Reporter and sign up for notifications when new bid opportunities are posted, <https://www.nyscr.ny.gov/>.

Authorized Users should refer to the OGS website to access information regarding this Award at the following link:
<https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171pm.pdf>

All other terms and conditions for this Award remain the same.



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Contract Award Notification Update

Subject: Contractor Contact Information Update

DATE: January 29, 2024 **AWARD #:** [23171](#) **GROUP #:** 79050
AWARD DESCRIPTION: Media Buying Services (Statewide)
CONTRACT PERIOD: September 27, 2019 – September 26, 2024
CONTACT: Adriana Rokov | 518-473-1807 | adriana.rokov@ogs.ny.gov
CONTRACT NO.: PS68900 **CONTRACTOR:** OpAD Media Solutions, LLC

To All State Agencies and others authorized to use State Contracts:

OpAD Media Solutions, LLC. has updated the contact information for their Customer Services, Contract Administration Issues and Emergency Contact, as well as their Account Management Team information.

The updated information can be found in Contract Information Summary page for this Award, or by accessing the following link:
<https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171ContractorInfo.pdf>

All other terms and conditions for this Award remain the same.



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Contract Award Notification Update

Subject: Contract Manager Change and Contractor Contact Information Update

DATE: April 12, 2022 **AWARD #:** [23171](#) **GROUP#:** 79050

AWARD DESCRIPTION: Media Buying Services (Statewide)

CONTRACT PERIOD: September 27, 2019 – September 26, 2024

CONTACT: Adriana Rokov | 518-473-1807 | adriana.rokov@ogs.ny.gov

CONTRACT NO.:	PS68897	CONTRACTOR:	Kivvit, LLC
	PS68898		Miller Advertising Agency, Inc.
	PS68899		OCD Media, LLC
	PS68900		OpAD Media Solutions, LLC
	PS68901		Wahl Media, Inc.

To All State Agencies and others authorized to use State Contracts:

The Office of General services has updated the contact person for these contracts.

The new contact is Adriana Rokov, and her contact information can be found listed above, or it can be found by accessing the Contract Award Notification page at the following link:
<https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171can.pdf>

Miller Advertising Agency, Inc. has updated their address and Account Management Team information. The updated information can be found on the Contract Information Summary page for this Award, or by accessing the following link:
<https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171ContractorInfo.pdf>

All other terms and conditions for this Award remain the same.



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Contract Award Notification Update

Subject: Contractor Information Update

DATE: May 7, 2021

AWARD #: [23171](#)

GROUP#: 79050

AWARD DESCRIPTION: Media Buying Services (Statewide)

CONTRACT PERIOD: September 27, 2019 – September 26, 2024

CONTACT: Terri L. Allen | 518-474-7795 | terri.allen@ogs.ny.gov

CONTRACT NO.: PS68898

CONTRACTOR: Miller Advertising Agency, Inc.

To All State Agencies and others authorized to use State Contracts:

The Office of General services has removed the “WBE” status for this contract as the Contractor is not a NYS certified Women-owned Business Enterprise.

All other terms and conditions for this Award remain the same.



Office of General Services Procurement Services

Coming Tower, Empire State Plaza, Albany, NY 12242 | <https://ogs.ny.gov/procurement> | customer.services@ogs.ny.gov | 518-474-6717

Contract Award Notification Update

Subject: Contractor Contact Information Update

DATE: January 4, 2021 **AWARD #:** [23171](#) **GROUP#:** 79050

AWARD DESCRIPTION: Media Buying Services (Statewide)

CONTRACT PERIOD: September 27, 2019 – September 26, 2024

CONTACT: Terri L. Allen | 518-474-7795 | terri.allen@ogs.ny.gov

CONTRACT NO.:	PS68897	CONTRACTOR:	Kivvit, LLC
	PS68898		Miller Advertising Agency, Inc.
	PS68899		OCD Media, LLC
	PS68900		OpAD Media Solutions, LLC
	PS68901		Wahl Media, Inc.

To All State Agencies and others authorized to use State Contracts:

The Office of General services has updated the contact person for these contracts.

The new contact is Terri Allen, and her contact information can be found listed above, or it can be found by accessing the Contract Award Notification page at the following link:
<https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171can.pdf>

All other terms and conditions for this Award remain the same.



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Contract Award Notification Update

Subject: Contractor Contact Information Update

DATE: October 15, 2020 **AWARD #:** [23171](#) **GROUP#:** 79050

AWARD DESCRIPTION: Media Buying Services (Statewide)

CONTRACT PERIOD: September 27, 2019 – September 26, 2024

CONTACT: Ruth K. Quezada | 518-473-2801 | ruth.quezada@ogs.ny.gov

CONTRACT NO.: PS68898 **CONTRACTOR:** Miller Advertising Agency, Inc.

To All State Agencies and others authorized to use State Contracts:

Miller Advertising Agency, Inc. has updated their address information.

The updated information can be found in Contract Information Summary page for this Award, or by accessing the following link:

<https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171ContractorInfo.pdf>

All other terms and conditions for this Award remain the same.



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Contract Award Notification Update

Subject: Contractor Contact Information Update

DATE: September 24, 2020 **AWARD #:** [23171](#) **GROUP #:** 79050

AWARD DESCRIPTION: Media Buying Services (Statewide)

CONTRACT PERIOD: September 27, 2019 – September 26, 2020

CONTACT: Ruth K. Quezada | 518-473-2801 | ruth.quezada@ogs.ny.gov

CONTRACT NO.: PS68901 **CONTRACTOR:** Wahl Media, Inc.

To All State Agencies and others authorized to use State Contracts:

Wahl Media, Inc. has updated their email address for Media Buy Request (MBR), see information below in red.

PS68901 WBE SB	Wahl Media, Inc. 580 Packetts Landing Fairport, NY 14450 Federal ID: 16-1612544 NYS Vendor ID: 1100152075	Customer Service for Orders during business hours (9:00 AM to 6:00 PM; M-F): Contact Name: Amanda Galley Title: Managing Partner Telephone Number: 585-377-4298 Email Address: mbr@wahlmedia.com Website address: http://www.wahlmedia.com Contract Administration Issues: Contact Name: Amanda Galley Title: Managing Partner Telephone Number: 585-377-4298 Email Address: amanda@wahlmedia.com Emergency Contact after normal business hours or on weekend/holidays: Contact Name: Laura DiCaprio Title: Director of Strategic Planning and Project Management Telephone Number: 585-773-8005 Email Address: Ldicaprio@wahlmedia.com	Executed Contract Pricing Information Account Management Team
NOTES: Wahl accepts the NYS Purchasing Card with no maximum limit and no additional prompt payment discount.			

The Contractors Contact Information dated September 24, 2020 can be located within the Contractor Information Summary Page for this Award, or by accessing the following link:
<https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171ContractorInfo.pdf>

All other terms and conditions of this Award remain the same.



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Contract Award Notification Update

Subject: Contractor Contact Information Update

DATE: August 10, 2020 **AWARD #:** [23171](#) **GROUP #:** 79050

AWARD DESCRIPTION: Media Buying Services (Statewide)

CONTRACT PERIOD: September 27, 2019 – September 26, 202

CONTACT: Ruth K. Quezada | 518-473-2801 | ruth.quezada@ogs.ny.gov

CONTRACT NO.: PS68901 **CONTRACTOR:** Wahl Media, Inc.

To All State Agencies and others authorized to use State Contracts:

Wahl Media, Inc. has updated their email address for Media Buy Request (MBR), see information below in red.

PS68901 WBE SB	Wahl Media, Inc. 580 Packetts Landing Fairport, NY 14450 Federal ID: 16-1612544 NYS Vendor ID: 1100152075	Customer Service for Orders during business hours (9:00 AM to 6:00 PM; M-F): Contact Name: Amanda Galley Title: Managing Partner Telephone Number: 585-377-4298 Email Address: amanda@wahlmedia.com Website address: http://www.wahlmedia.com Contract Administration Issues: Contact Name: Amanda Galley Title: Managing Partner Telephone Number: 585-377-4298 Email Address: amanda@wahlmedia.com Emergency Contact after normal business hours or on weekend/holidays: Contact Name: Laura DiCaprio Title: Director of Strategic Planning and Project Management Telephone Number: 585-773-8005 Email Address: Ldicaprio@wahlmedia.com	Executed Contract Pricing Information Account Management Team
NOTES: Wahl accepts the NYS Purchasing Card with no maximum limit and no additional prompt payment discount.			

The Contractors Contact Information dated August 10, 2020 can be located within the Contractor Information Summary Page for this Award, or by accessing the following link:
<https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171ContractorInfo.pdf>

All other terms and conditions of this Award remain the same.



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Contract Award Notification Update

Subject: Contractor Contact Information Update, and Revised How to Use This Contract and FAQs

DATE: December 10, 2019 **AWARD #:** [23171](#) **GROUP #:** 79050

AWARD DESCRIPTION: Media Buying Services (Statewide)

CONTRACT PERIOD: September 27, 2019 – September 26, 2020

CONTACT: Ruth K. Quezada | 518-473-2801 | ruth.quezada@ogs.ny.gov

CONTRACT NO.:	PS68901	CONTRACTOR:	Wahl Media, Inc.
	PS68900		OpAD Media Solutions, LLC
	PS68899		OCD Media, LLC
	PS68898		Miller Advertising Agency, Inc.
	PS68897		Kivvit, LLC

To All State Agencies and others authorized to use State Contracts:

Contractor Contact Information has been updated to revise the following:

Contract #	Contractor	Update
PS68901	Wahl Media, Inc.	Website address added Customer Service email address revised for Media Buy Request (MBR)
PS68900	OpAD Media Solutions, LLC	Website address added Customer Service email address revised for MBR
PS68899	OCD Media, LLC	Website address added
PS68898	Miller Advertising Agency, Inc.	Website address added Customer Service email address revised for MBR
PS68897	Kivvit, LLC	Website address added Customer Service email address revised for MBR Account Management Team member added

The Contractors Contact Information, dated December 10, 2019, can be located within the Contractor Information Summary Page for this Award, or by accessing the following link:
<https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171ContractorInfo.pdf>

How to Use This Contract and FAQs:

The Office of General Services (OGS) has issued a revised “How to Use This Contract and FAQs”, dated December 10, 2019, available on the Landing Page, or by accessing the following link:
<https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171can.htm>

All other terms and conditions of this Award remain the same.



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Contract Award Notification Update

Subject: Contractor Contact Information Update

DATE: October 10, 2019 **AWARD #:** [23171](#) **GROUP#:** 79050

AWARD DESCRIPTION: Media Buying Services (Statewide)

CONTRACT PERIOD: September 27, 2019 – September 26, 2024

CONTACT: Ruth K. Quezada | 518-473-2801 | ruth.quezada@ogs.ny.gov

CONTRACT NO.: All Contractors **CONTRACTOR:** All Contractors

To All State Agencies and others authorized to use State Contracts:

Kivvit, LLC has updated their contact information.

The updated information can be found in Contract Information Summary page for this Award, or by accessing the following link:

<https://online.ogs.ny.gov/purchase/snt/awardnotes/7905023171ContractorInfo.pdf>

All other terms and conditions for this Award remain the same.