



Office of General Services
Procurement Services

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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, 2029
Bid Opening Date	: July 24, 2019
Date of Issue	: September 27, 2019 (Revised May 7, 2026)
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 Award has 15% MBE, 15% WBE and no SDVOB goal requirements.

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NOTE: See individual contract items to determine actual awardees.

<u>CONTRACT #</u>	<u>CONTRACTOR & ADDRESS</u>	<u>TELEPHONE #</u>	<u>FED.IDENT.# / NYS VENDOR#</u>
PS68901	Wahl Media, Inc. 580 Packetts Landing Fairport, NY 14450	585-377-4298	16-1612544/ 1100152075
PS68900	OpAD Media Solutions, LLC. 1450 Broadway, Suite 902 New York, NY 10018	518-261-2451	84-1660745/ 1100003899
PS68899	OCD Media, LLC. 347 W 36th Street, Suite 905 New York, NY 10018	212-213-6901	20-0810046/ 1100232782
PS68898	Miller Advertising Agency, Inc. 515 Madison Avenue, 9 th Fl New York, NY 10022	212-727-4769	13-1936588/ 1000012591
PS68897	Kivvit, LLC. 202 Varick Street, Suite 201 New York, NY 10014	212-929-0669	61-1417875/ 1100178724

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

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

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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).

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