
UNIVERSITY CONTRACT AWARD – MULTIPLE FIRMS

DATE ISSUED: September 2, 2009

COMMODITY: **Media Services**

CONTRACT#: UC-KA050609-8

FOR: University of Connecticut, the UConn Health Center and CCPG (as noted below)

Payment Terms: See below

TERMS OF CONTRACT:

- A. The University of Connecticut or using agency will issue either an individual purchase order or a blanket purchase order for media services.
- B. The term of this contract shall be from September 2, 2009 to August 31, 2010 with options to renew for four (4) additional one (1) year terms.

1 st Extension	9/1/2010 to 8/31/2011	
2 nd Extension	9/1/2011 to 8/31/2012	
3 rd Extension	9/1/2012 to 8/31/2013	
4 th Extension	9/1/2013 to 8/31/2014	Final

NAME AND ADDRESS OF CONTRACTOR:

Vendor Information:

- 1) **Cashman + Katz Integrated Communications, LLC** **Extended to CCPG**
76 Eastern Boulevard
Glastonbury, CT 06033
Contact: Tony Cashman
Phone: (860) 652-0300
Fax: (860) 652-0308
Email: tonyc@cashman-katz.com
Payment Terms: 2% 15, Net 45

Pricing: 8% actual gross media

Services Provided:

Strategic Media Planning, Media Buying, Negotiating value-added promotions to leverage & maximize University budgets, Negotiate 1 to 1 no-charge spot match & PSA weight, Media reconciliation, Post Buy Analysis.

Additional Services:

25% Discount off all rates in this section for all State of Connecticut Business

Partner (Strategy, Service, Planning)	\$300.00 Day Rate \$3,750.00 + Expenses Two Day Minimum (Unless existing C & K client)
Account & Project Management – Advertising	\$180.00
Consult @ Client	\$125.00
Consult @ C & K	\$110.00
Media Planning & Buying	\$165.00
Media Reconciling	\$100.00
Media Trafficking	\$75.00
P.R.V.P. Management Supervisor + V.P. Creative Director	\$250.00
P.R. Director	\$200.00
P.R. Account Executive	\$125.00
P.R. Coordination	\$80.00
Creative Development	\$185.00
Art Direction Design	\$165.00 Day Rate to Art Direct – Full Day \$1,800.00
Art Direction Photo	\$165.00 Day Rate to Art Direct – ½ Day \$1,000.00
Graphic Design / Layout Roughs / Comps	\$165.00
Design Support	\$125.00
Alterations / Revisions	\$110.00
Typesetting	\$110.00
Proof Reading / Proofing / Press Checks	\$105.00
Mechanical – Art	\$80.00
Copy Writing – Advertising Only	\$115.00
Copy Editing – Advertising Only	\$150.00
Script Writing	\$115.00
Script Editing	\$175.00
Computer Illustration	\$115.00
Scans – Small	\$65.00/each
Scans – Large	\$95.00/each
Photoshop Production Coordination & Estimating	\$115.00
Color Outputs – 8 ½ X 11	\$30.00/each
Color Outputs – 8 ½ X 14	\$35.00/each
Color Outputs – 11 x 17	\$40.00/each
Data Transmissions	\$90.00/each

Incidental Costs: All expenses such as but not limited to: printing, photography, postage, shipping, travel expenses, entertainment, phone, fax, color outputs, audio or video recording and editing, talent and rights fees, dubs/betas, author's alterations on press, newsclip service and newsclip, any agency time of staff for creative development services other than what is noted above, on-site event public relations, and research would be additional.

2) **GO media, LLC**

2074 Park Street, Suite 307
Hartford, CT 06106
Contact: Chad Turner
Phone: (860) 232-6700 Ext. 323
Fax: (860) 232-6800
Email: chad@go-media.com
Payment Terms: Net 45

Pricing: 8% of the gross media dollars placed. This percentage will cover all meetings, analysis, planning, placement and auditing. No agency fee will be charged. No other fees will be charged.

Services Provided:

Marketing Strategy, Media Research and Analysis, Media Planning, Media Placement, Media Tracking and Auditing

Additional Services:

Copywriting, Creative Development, Graphic Design, Public Relations, Website Development/Programming - \$125.00/hour

Services Outsourced:

Consumer Research – Focus Groups, Television/Video Production

3) **Makiaris Media Services**

Extended to CCPG

306 Industrial Park Road, Suite 101
Middletown, CT 06457
Contact: Irene Makiaris
Phone: (860) 854-6380
Fax: (860) 632-1294
Email: ipmakiaris@makiarismedia.com
Payment Terms: Net 14 to 21 days

Pricing: 8% of gross media includes meetings, strategic development of media plan including but not limited to analysis, planning placement, invoice verification and post-buy analysis– Media is billed at net cost. Any cancellation of media, which has been placed with follow-up paperwork, will be billed at 50% of the fee. Online campaigns, when pay per click is the only medium utilized in a campaign, a set-up charge of \$500.00 per product is charged on top of the media placement fee.

Services provided:

Media consulting to include meeting with clients to determine media objectives, target audiences, campus prioritization, marketing area(s), preliminary media budget, complete Media Input Form customized for client.

Additional Services:

Media and Internet 101 – A half-day training session introducing participants to new developments in media, and methods and procedures related to the creation and execution of a media and internet plan: There is no charge for this service.

4) mason, Inc.

Extended to CCPG

23 Amity Road
Bethany, CT 06524
Contact: Stephen Hayes
Phone: (203) 393-1101 Ext. 134
Fax: (203) 393-2813
Email: shayes@mason23.com
Payment Terms: Net 45

Pricing: 6.5% of gross media to include all agency time for account service, media analysis, plans, negotiations, buying, checking, invoicing, complete post buy analysis and all media research tools. There will be no additional fees however, standard industry policies of 4-week cancellation notice and 2-week schedule moves must be adhered to.

Services provided:

Program Planning; Advertising; Media Planning & Placement; Direct Marketing; Interactive Services; Sales Promotion; Public & Community Relations

Pricing for Services other than media:

Proofreading - \$35.00/hour

Secretarial - \$95.00/hour

Comp Construction, Camera Ready Artwork - \$115.00/hour

Illustration - \$150.00/hour

Strategy Development, Account Management, Creative Contact, Research, Copywriting, Layout/Art Direction, Photo Supervision, Production Supervision, Broadcast Production Supervision,

Promotional Planning - \$170.00/hour

Creative Concept, Creative Supervision - \$185.00/hour

Web design and programming - \$160.00/hour

All out-of-pocket expenses for print and broadcast production will be billed at Net +15%

For the terms of this contract, Mason will charge no additional fees. Any items requested by and purchased by Mason on behalf of the University of CT will be passed through at cost without mark-up.

5) Mediassociates, Inc.

Extended to CCPG

One Ives Street
Danbury, CT 06812
Contact: Scott Brunjes
Phone: (203) 797-9500
Fax: (203) 797-1400
Email: scottb@mediassociates.com
Payment Terms: Net 45

Pricing: 8% of gross media

Services provided:

Media Plan Development; Advertising Strategy Assessment; Demographic Targeting Analysis; Geographic Targeting Analysis; Media Forecasting, Planning and Buying; Internet and Search Engine Marketing; Advertising Performance Measurement.

Pricing for Services other than media:

Advertising Measurement System – 1.5% commission on gross media for optional measurement system services including set up of 100 toll-free tracking 800 number, capture of call detail, calculation of cost per inquiry (CPI) by advertising component, web-based reporting, and 10,000 total minutes per month of phone airtime. If additional calls occur, minutes beyond 10,000 per month will be charged at net pass-through costs of 5 cents per minute.

Purchasing Agent:

Kristin Allen

(860) 486-0970

Email: kristin.allen@uconn.edu