

# **Request for Proposal (RFP) 15003**

## **Open-End Contract for Media Buying Service**

### **Section 1 Service Required**

The West Virginia Higher Education Policy Commission (Commission) is seeking proposals from advertising agencies or communication companies to work with Commission staff to provide, plan, buy and track media purchases on an open-end contract basis for all types of media, including, but not limited to:

- Radio;
- Newspaper and Periodicals;
- Outdoor and Out-of-Home;
- Mobile and Text;
- Television; and
- Web and Digital Media

These services are required to support the Commission's college access and public information campaigns.

Broadcast buys will be limited to radio and television stations in West Virginia, or whose primary audience is within West Virginia; newspapers, periodicals, and magazines whose primary readership is within West Virginia or those having a regional edition that includes West Virginia; internet advertising and other electronic media geo-targeted to West Virginia; and out-of-home venues within West Virginia. Responsibilities will include media planning, including demographic research; targeting media to reach specified audiences; obtaining audited circulation information for newspapers and magazines; obtaining size and format information for print and internet ads; media purchasing; electronic distribution of spots to the designated stations; sending print ads electronically or on disk to the selected publications; arranging for printing of out-of-home posting material; arranging for production of internet and mobile applications; providing weekly internet statistics and adjusting internet buys if needed; obtaining and submitting affidavits of performance; obtaining tear sheets, either hard copy or electronic, of print ads; obtaining completion photos of out-of-home ads and screenshots of internet ads; keeping track of accounts and keeping buys within budget limitations; submitting invoices in a timely manner; and presenting post-buy analyses and evaluations for each campaign. All production must be done at fair market prices.

The contracted media buyer must have the ability to present proposed schedules for media buys, based on current ratings or circulation information, within ten working days of being requested to do so. These schedules should include an analysis showing why the specified media was chosen, and the projected reach, frequency, and estimated cost. All proposed media schedules must be approved by staff members at the Commission before they can be implemented. It is expected that the contractor will use the most recent demographics and ratings data available to determine media purchases.

Subcontracting will not be allowed without prior approval of Commission staff. It is expected that the organization selected will negotiate as much added value for the

Commission's campaigns as possible. This may take the form of bonus airtime, program or event sponsorships, web page links and advertisements and other appropriate opportunities.

It is expected that all buys proposed and placed by the contracted media buyer will put paramount importance on fulfilling the Commission's mission and goals for each campaign. The contractor must be impartial and objective in relationships with all media outlets. Personal relationships or business affiliations shall not take precedence over the Commission's interests in any media-buying decisions undertaken on the Commission's behalf. All planned media buys are to be kept confidential until the actual roll out of the campaign. The contractor must not release any information about any campaign at any time without prior approval by the Commission.

The contracted media buyer must be available to meet with staff in person when given a one-day notice, and/or be available by phone, depending on what the situation warrants. It is expected that most business will be conducted by phone, fax, or e-mail.

The Commission will provide all creative materials along with campaign direction. Media materials (spots, artwork, etc.) will typically be provided to the contracted media buyer at least one week in advance of the date the advertisement is scheduled to run. Staff members at the Commission may rely on the contracted agency to provide specifications, including, but not limited to:

- Newspaper and print advertisement publication sizes
- Online/New media advertisement dimensions and required file formats
- Out-of-home dimensions and required file formats

This agreement may also be used by the West Virginia Council for Community and Technical College Education.

This RFP is posted on the Commission's purchasing webpage at the following URL: <http://www.wvhepc.com/resources/purchasing-and-finance/>.

The initial agreement will be in effect for one year with options to renew for four additional years. Compensation for this contract will be commission-based. Commission will be paid based on net billing. Invoices are to be submitted monthly. The Commission will pay for media buying services based upon the following methodology:

- $\text{Media purchases (dollar amount spent on media)} \times (\text{agency's commission}) \% + \text{media purchases (dollar amount spent on media)} = \text{amount reimbursable to the media buying agency.}$
- The Commission will not pay an hourly rate (the winning agency will receive Commission only)
- If costs associated with the distribution of media are expected, please consider these costs when determining your agency's commission bid (e.g. digital delivery, mailing costs, etc.). Additional costs such as these will NOT be reimbursed.
- The Commission will reimburse for the cost of duplicating media materials if prior consent for these services is obtained from staff members at the Commission. Reimbursement will not exceed the actual cost of duplication

and agencies may not charge any mark-up or hourly rate for coordinating these services.

- For reimbursement of media purchases, as well as other allowable reimbursements, invoices (which were paid) must be attached as well as itemized on the monthly invoice in an acceptable manner as requested by the WV State Auditor's Office.

## **Section 2 Project Background**

Staff members at the Commission provide creative communications and public outreach services for the Commission's social marketing, college access and public information campaigns. These campaigns are financially supported by the Commission's college access and federal grant programs. Campaigns can range from large, statewide promotions for programs such as the College Foundation of West Virginia (CFWV), or small campaigns for pilot programs involving one or two counties. Some programs, such as West Virginia GEAR UP, cover certain counties only. Generally, although not always, the Commission seeks to reach consumers of a lower socio-economic status than those traditionally sought by advertisers of goods and services.

Amounts spent on media buying vary from year to year, and, due to the nature of grant funding, the Commission cannot provide an estimate of media buying expenditures for future years during which this agreement may be in place. In State Fiscal Year 2014 (July 1, 2013 – June 30, 2014), the amount spent on media by the Commission was approximately \$400,000. The Commission expects to spend approximately \$500,000 in State Fiscal Year 2015.

## **Section 3 Qualifications**

Proposers must meet the following qualifications:

1. Provided documentation of experience in making similar media buys.
2. Documentation of ability to recommend media buying services based on the client's desired outcome and target audience.
3. Documentation of the ability to provide both Arbitron and Nielson ratings and frequency information.
4. Documentation of ability to provide monthly reports regarding reach, audited circulation, performance, and post-buy analysis and evaluation.
5. Documentation of ability to provide tear sheets, documentation and invoices in a timely manner.

## **Section 4 Proposal Format**

Please submit an original proposal containing the following information:

1. Overview of the firm's organization, principal areas of practice and capacity to perform the services outlined.
2. Resume and qualifications of the person in charge of the organization, outline of relevant media planning and buying experience, and key staff who will provide the services requested in this RFP.
3. Demonstrated capability in media buying (including ratings and circulation information normally used and format of post-buy analysis).

4. A list of five clients for whom your agency has provided similar services within the last three years, and a brief description of the services performed.
5. The commission rate, as a percentage, for the services outlined.

## **Section 5 Additional Information**

Additional information may be obtained by contacting:

Mary Blashford  
Director of Procurement  
West Virginia Higher Education Policy Commission  
1018 Kanawha Boulevard, East, Suite 700  
Charleston, WV 25301  
304-558-0277  
[mblashford@hepc.wvnet.edu](mailto:mblashford@hepc.wvnet.edu)

Questions that require an interpretation of the RFP requirements or submittal of proposals must be directed to the Director of Procurement in writing (by letter, fax or email) and received not later than 5:00 p.m., **July 14, 2014**. Written responses will be posted on **July 17, 2014** on the Commission's purchasing webpage at the following URL: <http://www.wvhepc.com/resources/purchasing-and-finance/>

It is the responsibility of the vendor to check this webpage for current information regarding this RFP.

Discussions, interviews and negotiations may be held with the agencies/companies under final consideration prior to making a selection for award; however, proposals may be accepted without such discussions, interview and negotiations. The proposal will be evaluated and graded based upon a 100 point scale on the following:

1. Qualifications and experience in making similar media buys (up to 25 points);
2. Demonstrated experience in making similar media buys based on the client's desired outcome and target (up to 25 points);
3. Commission rate (up to 30 points); and
4. Ability to secure Arbitron/Nielsen ratings, provide monthly reports regarding reach, audited circulation, performance, and post-buy analysis and evaluation and tear\_sheets (up to 20 points).

The following is a list of exhibits that are attached and are a binding part of this RFP.

- Exhibit A, Instructions to Bidders
- Exhibit B, Purchase Order Terms and Conditions
- Exhibit C, Agreement Addendum (Form WV-96)
- Exhibit D, Prompt Pay Act of 1990 (WV Code Section 5A-3-54)
- Exhibit E, No-Debt Affidavit, and
- Exhibit F, Vendor Registration and Disclosure Statement

## **Section 6     Submittal of Proposals**

Please deliver an original in a three-ring binder and four (4) copies (plus a complete copy in PDF format on a compact disk (CD) or thumb drive) of the proposal in a sealed opaque envelope or package to the following address on or before 24 July 2014 at 3:00 PM Eastern Time to:

Director of Procurement  
Mary Blashford  
RFP 15003  
West Virginia Higher Education Policy Commission  
1018 Kanawha Boulevard East, Suite 700  
Charleston, WV 25301

The outside of the envelope or package(s) should be clearly marked:

Buyer:	West Virginia Higher Education Policy Commission
Project:	Contract for Media Buying Service
REP#	15003
Bid Due Date:	24 July 2014 at 3:00 PM Eastern Time

After an award, proposals will become a matter of public record and open for inspection. After the opening, proposals shall become the property of the Commission and not be returned. The successful agency/company will receive a purchase order issued by the Commission.