



CONTRACT USER GUIDE



How to Use Statewide Contract PRF50, New Media, Marketing, Advertising, Public Relations Services & Event Planning

Contract #: PRF50

Contract Duration: 3/01/2014 to 2/28/2015

MMARS #: PRF50* **Options to renew:** No options available

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This contract contains Small Business Purchasing Program (SBPP), Supplier Diversity Office (SDO) Businesses, Environmentally Preferable Products (EPP) and Prompt Payment Discount Programs

Contract Summary

Contract awards for any of the six communication mediums listed below involve concept to finish for each project. Vendors contracted for any one communication medium below can include other medium elements in their project, e.g., a New Media project for a Tweet can include marketing, advertising and public relations based upon the message and audience. The **six communication mediums available are:**

Communication Medium:

1. New Media

3. Advertising

5. Event Planning/Event Planning

2. Marketing

4. Public Relations

6. Full Service (all sections)

Services Available, but not limited to:

• Structuring Marketing Programs • Production Design • General Design • Creative Development & Production • Media Planning • Media Buying* • Medium Monitoring • Translating Advertising Goals & Strategies into effective media buys and schedules • Promotion Development & Implementation Assistance • Campaign Web Design • Direct Marketing & Social Media Marketing • Earned Media (graphic design & copy editing) • Development of Market Research & Strategies • Situational Analysis • Market Summary & Analysis • SWOT Analysis (Strength, Weakness, Opportunity & Threat) • Financial Analysis including budgets & forecasts • Control Mechanisms with Implementation Milestones • Organization & Contingency Plans • Public Service Announcements (PSAs) • Coordinating, Organizing, Producing & Executing Events & Functions • Securing Support Services for Conducting a Campaign, Graduation Ceremonies & Engaging Convention Support Personnel and/or Services.

Note * Departments have the option of placing media buys directly following in-house or vendor development & production.

Benefits and Cost Savings

- Encourages a partnership relationship between vendor and engaging entity for best value,
- Aggregating projects and volume can be established with vendor for common themes and best value,
- Summarizing department needs in a Statement of Work can effectively allow for ceiling prices to be **negotiated** based on an identified volume not known during the State bid process,

- Many SDP Plans are inclusive of subcontractors qualified to support a department for services under this contract and also allows for a department to meet their SDP annual benchmarks,
- Vendors have local, regional, national and international experience and exposure,
- Vendors have clients who are small and large and have a local and national presence,
- Vendor media experience allows for greater PSAs and/or placements through volume media buys,
- Securing a flat project price can less than an hourly rate which must be discussed with the vendor.

Who Can Use This Contract?

Applicable Procurement Law: MGL c. 7, § 22; c. 30, § 51, § 52; 801 CMR 21.00

Eligible Entities:

01. Cities, towns, districts, counties and other political subdivisions
02. Executive, Legislative and Judicial Branches, including all Departments and elected offices therein;
03. Independent public authorities, commissions and quasi-public agencies
04. Local public libraries, public school districts and charter schools;
05. Public Hospitals, owned by the Commonwealth;
06. Public institutions of high education
07. Public purchasing cooperatives;
08. Non-profit, UFR-certified organizations that are doing business with the Commonwealth;
09. Other states and territories with no prior approval by the State Purchasing Agent required; and
10. Other entities when designated in writing by the State Purchasing Agent.

Pricing and Purchase Options (All Categories)

Purchase Options: Purchases made through this contract will be direct outright purchases. All elements of the project's creation through the use of Commonwealth funds are owned by the Commonwealth except where prior ownership has been established. Commonwealth departments should be made aware of such exceptions.

Compensation Structure/Pricing & Expenses:

- Compensation Structure/Pricing can be project based or hourly priced based on a vendor's approved pricing submitted with their bid response to OSD.
 - Project Pricing: Vendors may submit a firm Project Price in response to a bid that includes their transparent hourly rate structure and the anticipated hours for the project as a comparison. Comparing a total project quote against approved hourly rates with the estimated hours for the project engagement will allow for a best value evaluation.
 - Hourly Rates: Engagements that are limited in scope, time and value might be best quoted on an hourly rates approved under this contract.
 - Note: Regardless of the bid response be sure to include the number of edits or corrections allowed without an additional charge and what the charge will be after that level is reached. These changes are known as Artists Adjustments, AA's, Edits, Corrections, Changes, etc but the SOW must be clear.
- Buying Power relates to the media buying relationship that a vendor has within the communication market which Commonwealth entities may benefit from by receiving greater discounts and savings.
- Quotes/Statements of Work (SOW) should always be employed as contract rates are ceiling prices and need to be reviewed and further negotiated for specific projects. An SOW will identify deliverables as well as a vendor's industry experience that will be leveraged for lower rates e.g. media rates, frequency, placement, or positioning.
- Rate Sheets are posted on COMMBUYS in the Attachment Tab for each vendor with a vendor rate comparison sheet.
- Prompt Payment Discount (PPD) is a discount for early payment of invoices presented to the Commonwealth for payment processing. Absent a PPD a vendor will be paid at 45 days. However, there are

instances where goods are purchased for an entity that is at cost, without a profit margin and thus has no PPD applicable, see below.

- **Prompt Payment Discount (PPD) – Non Application:** Those instances where a PPD is **not** applicable to a vendor is when a vendor turns over the goods or functions as an agent at no additional cost to the Commonwealth, but is in full compliance with an order/request from the engaging department or eligible entity using the contract. An example of such is media placement or other services and commodities where there is no commission or markup percent with the invoice showing the cost advanced by the vendor. Notification through a clear invoice with support documentation will avoid problems. Invoices for such items should be separate from those having the PPD applicable with the following printed on the invoice “PROMPT PAYMENT DISCOUNT NOT APPLICABLE.”

Additional Information

Communication Medium Services Defined:

- **New Media:** The real-time generation of new content, on-demand access to content anytime, anywhere, on any digital device that is portable or in/at a fixed location. New Media operations can create several versions of the same communication object or content through, but not limited to: Facebook, Twitter, LinkedIn, and Blogs, etc.
- **Marketing:** Marketing & Advertising communications, Brand Development, Strategic Planning, Focus Groups, Pre-/Post-Campaign Evaluations, Event Materials, Graphics, Packaging, Analytics & Monitoring, Email Marketing, Mobile Application Development, Online Content Syndication, Search Engine Optimization & Outreach, Video, PSA development & production*, Web Development, and Media Placement.
- **Advertising:** The Development, Production (drafts, proofs, edits and finals) & Positioning of specific messaging content in any identified or to be identified approved communication mediums to reach a predetermined audience or segmented demographic market*. This can include identifying and interacting with vehicles of communications for rates, purchase, placement, pre- and post-audit for measurement of communication placement and/or positioning effectiveness.
- **Public Relations:** Essential functions include research, planning, communication, dialogue and evaluation, public attitudes, definition of the policies, procedures and interests of an organization. More specifically publicity events, photo ops or publicity stunts, speeches to constituent groups and professional organizations; receptions; seminars, and other events; personal appearances, collateral literature, both offline and online, direct communication (carrying messages directly to audiences, rather than via the mass media) with, for example, printed or email newsletters, blogs, as well as social media and social networks.
- **Event Planning/Event Support:** Event Planning relates to the full service requirements of an engaging entity from start to finish for the complete process of planning such events as, but not limited to, trade shows, workshops, seminars, award ceremonies and conventions. This includes budgeting, establishing dates and alternate dates, site selecting and reserving, acquiring permits, coordinating transportation and parking. Depending on the event such services can include: developing an event theme or motif, arranging for speakers and alternate speakers, coordinating site support services (such as electricity and drayage), arranging decor, tables, chairs, tents, event support and security, catering, police, fire, portable toilets, parking, transportation of attendees and/or materials, signage, emergency plans, cleanup and event follow-up evaluation for success. Event Support relates to service assistance (support) once all functional elements of a scheduled event have been established and/or a site has been secured. Included in part or in total would be: graphic design, back-drop graphic imprinted signs or panels, onsite support personnel for registration, surveys, workshop facilitators but **not** presenters, greeters, and other services that are ancillary to the successful event outcome.
- **Full Service (all sections):** Includes every communication medium, service and event planning/support above.
- **Invoicing:** All bills/invoices must minimally include:
 - Assignment name,
 - Hours billed/invoiced and Statewide Contract hourly rate or portion of project billed:

- *hourly rate:* Identify account manager or other vendor agent and applicable hourly rate,
- *project based:* Identify portion of project billed and balance remaining, but not an average rate,
- Hourly rates from the vendor's rate table in Comm-PASS,
- Supporting documents must accompany billing/invoicing received by an engaging entity,
- Totals should be reviewed for correctness by engaging entity prior to approval,
- Total billed/invoiced must meet the Commonwealth's requirements if audited.

Note * Departments have the option of placing media buys directly following in-house or vendor development & production.

How to Purchase From PRF50 through COMMBUYS

- This contract was awarded to 21 vendors and there are 19 active vendors in COMMBUYS. Each vendor contract has been assigned a unique Master Blanket Purchase Order (MBPO) number. The list of active vendors and their respective COMMBUYS MBPO number is below.
- Commonwealth Agencies should obtain quotes from multiple PRF50 Statewide Contract Vendors prior to issuing an order through COMMBUYS.
- To facilitate quote requirements, please follow the guidance below on **How to Create a Bid from Scratch** in COMMBUYS.
 - Create an Open Market Bid with "Purchase Type"→ "**Open Market**" and "Bid Type"→ "**Closed**"
 - On the Bidders Tab, click the "**Restricted**" button and enter each bidder's ID from the MBPO for this Statewide Contract.
 - Under the "Items" tab, create a new item using the same commodity/ UNSPSC code as the relevant item on the MBPO for this Statewide Contract.
 - Include specific product requirements for the order as an attachment and/ or as part of the item description(s).
 - Send the bid for approval
 - Once approved send out the bid to obtain quotes from bidders
- Once the bid has been evaluated and awarded, you will need to follow the steps below for instructions on **How to Create Release Requisitions** and place orders against the awarded bidders' MBPO in COMMBUYS.

Once Logged into COMMBUYS, select **DOCUMENTS > REQUISITIONS > NEW**

- **General Tab**
 - In the drop-down menu for **Requisition Type**, be sure to select "Release."
- **Items Tab**
 - Select **Search Items** and click the + to open **Advance Search** fields Next type "PRF50" into the **Description** field and Find It! (alternatively you can also search by Vendor Name)
 - Locate the chosen vendor under the **Any Vendor** heading and select them by the hyperlinked company name. This will refine the search results.
 - Review the **Item Description** to identify the correct category and service area of expertise.
 - Select and add **Quantity** for the category and service area of expertise.
 - Click **Add to Req. & Exit** or **Add to Req. & Next** if you need to add more categories.
 - For each line item added to the Requisition you will need to add Catalog Price/ Unit Cost. To do so click **Enter Info**. The Catalog Price/ Unit Cost should be the agreed upon charges for the services you have requested.

- Click “Save &Exit”
- **In the Attachment Tab**, you will need to attach the following:
 - Statement of Work
 - Any other bid document (s) at your discretion
- **Summary Tab**
 - Review and Send for Approval
 - Once the Requisition has been approved, the user can then convert to PO and send the order to the vendor.

Vendor List and Contract Information

Refer to COMMBUYS (www.COMMBUYS.com) website, click on “Advanced Search” then search by “Document Type,” select “Contract/ Blankets,” type in “PRF50” in the “Contract/ Blankets Description” search field to locate the appropriate Master Blanket Purchase Order (MBPO) for the **Awarded Vendors, listed below:**

	Vendors	Email Address	Phone Number	MBPO Number	OSD Programs
1	451 Marketing, LLC	partners@451marketing.com	617-259-1605	PO-14-1080-OSD01-OSD10-0000000509	SBPP
2	AJD & Associates	amydominici@aol.com	508-381-3695	PO-14-1080-OSD01-OSD10-0000000537	SDO, SBPP
3	Allen Roche Group	iroche@argmail.com	781-587-7300	PO-14-1080-OSD01-OSD10-0000000484	
4	ARGUS Communications	zamawa@thinkargus.com	617-261-7676 x203	PO-14-1080-1080C-1080L-00000000898	SDO, SBPP
5	Buyer Advertising, Inc.	cbuyer@buyerads.com	857-404-0860	PO-14-1080-OSD01-OSD10-0000000512	SDO, SBPP
6	Carroll Communications Group, LLC	mcarroll@carrollcommunications.net	781-248-2125	PO-14-1080-OSD01-OSD10-0000001395	SDO, SBPP
7	Causemedia (More Advertising)	jhaber@causemedia.com	617-558-6850 x13	PO-14-1080-OSD01-OSD10-0000000487	SDO
8	CommCreative	leannp@commcreative.com	508-620-0791 x15	PO-14-1080-OSD01-OSD10-0000001332	SBPP
9	Conventures, Inc.	dchoate@conventures.com	617-204-4216	PO-14-1080-OSD01-OSD10-0000000525	SBPP
10	Fuseideas	dfranczak@fuseideas.com	617-776-5800	PO-14-1080-OSD01-OSD10-0000000526	SBPP
11	Genuine Interactive	jgrayson@genuineinteractive.com	617-451-9700	PO-14-1080-OSD01-OSD10-0000000532	
12	Geovision, Inc.	juanm@geovisiononline.com	617-926-5454 x104	PO-14-1080-OSD01-OSD10-0000000530	SDO, SBPP
13	Health Resources in Action	dbarrypreston@hria.org	617-279-2240 x381	PO-14-1080-OSD01-OSD10-0000000491	
14	Lane Printing Co., Inc.	frank@laneprint.com	781-767-4450	PO-14-1080-OSD01-OSD10-0000000481	
15	LaVoie Group	dlavoie@lavoiegroup.com	978-745-4200 x103	PO-14-1080-OSD01-OSD10-0000001396	SDO, SBPP
16	NXTevent, Inc.	info@nxtevent.com	617-904-9050	PO-14-1080-OSD01-OSD10-0000000502	SDO, SBPP
17	Regina Villa Associates	nfarrell@reginavilla.com	617-357-5772 x15	PO-14-1080-OSD01-OSD10-0000000516	SDO, SBPP
18	Schneider Associates, Inc.	launch@schneiderpr.com	617-536-3300	PO-14-1080-OSD01-OSD10-0000000499	SDO, SBPP
19	The Rendon Group	traynard@therendongroup.com	617-912-3800	PO-14-1080-OSD01-OSD10-0000000519	

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