Quantity Purchase Agreement With The State Of Indiana

Qty Purchase Agreement QPA Number		Page
00000000000000000000013070		1 of 2
Requisition Nbr.:	Media Buy Services	
Effective Date:	10/02/2013	
Expiration Date:	10/02/2017	
Agency Number:		
Facility:	ASA RFP 13-88	
Vendor ID:	0000001288	
Vendor Telephone Nbr:	260-424-3373	
Name Of Contact Pers:	THOMAS K BORNE	
Contact Email:		
FAX Number:		

Vendor ASHER AGENCY INC
Remit to: ASHER AGENCY, INC
PO BOX 2535
FORT WAYNE IN 46801

Name and Address of Vendor: ASHER AGENCY INC
535 WEST WAYNE STREET
FT WAYNE IN 46802

In accordance with your bid, submitted in response to the above referenced solicitation, the Vendor agrees that the Indiana Department of Administration, Procurement Division, has the option to purchase the items listed below under the terms of this agreement.
The Vendor agrees to charge these prices for any products ordered on any QPA release received after the expiration of the QPA but issued prior to the expiration date.
The quantity listed herein is an estimate of the requirements. The state may order substantially more or substantially less pursuant to the terms of this agreement.
Orders are to be delivered only upon receipt of properly approved Quantity Purchase Award Release.

Line Number	Quantity	UNIT	Article and Description	Unit Price

Contractor shall be paid, in arrears, as set forth in incorporated herein. The contractor will be paid the following rates:

A. Commission

Outdoor 3% | Print 3% | Transit 3% | Web 3% | Radio 3% | Television 3%

B. Traffic Services

Contractor shall charge $360 per campaign for traffic services. This includes distribution of traffic instructions and of value added and announcer read-copy to media outlets and creative source(s). Follow-up confirmation from all media outlets on each media buy will occur with this service.

C. Spot and Material Distribution and Fees

a) Radio

i). Upload: $50 upload fee plus $16.25 per spot, per station.

ii). E-mail: Sent at the discretion of the requesting State agency at no charge.

b) Television: $145 upload fee plus $45 per spot, per station

c) Billboards will be quoted for printing and shipping on a case-by-case basis.

d) All printed materials: Original artwork shall be sent to production house or media outlet by the creative agency.

The communication plan is to be submitted to and approved by the OMB Communications Committee, ombcommunications@omb.in.gov. A media requisition must be prepared by the agency communications staff and provided to Asher Agency. The media requisition must include a copy of the purchase order.

D. Digital Strategy, Monitoring, Tracking and Analytics

This can be added to any digital or web campaign

a) The cheaper option is what shall be charged to the agency:

i) 3% commission and $125 an hour per digital campaign at a maximum of 2 hours per week

ii) 5% commission

This is an award of a Quantity Purchase Agreement for Media Buy Services.
QPA can be mutually renewed yearly for one additional year.
The vendor agrees to charge these prices for any products ordered on any QPA release received after the expiration date, but issued prior to the expiration date, and postmarked no later than 14 business days after the QPA's expiration date.
Quantities are estimates and could be more or less.

Quantity Purchase Agreement With The State Of Indiana

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0000000000000000000013070	2 **of** 2
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Line Number	Quantity	UNIT	Article and Description	Unit Price
		The following UN/CEFACT Unit of Measure Common Codes are used in this document:		

Signature of Purchasing Officer	**Typed Name**	**Signature Of Approval Office Of the State Attorney General**	
	Date Signed	**Typed Name**	**Date Signed**
Authorized Signature	**Indiana Department Of Administration Procurement Division 402 West Washington Street, Rm W468 Indianapolis, Indiana 46204 Telephone: (317) 232-3150**		