



**SOUTHEAST MISSOURI
STATE UNIVERSITY · 1873**

**REQUEST FOR PROPOSAL 6018
AMENDMENT #1**

TITLE: Advertising and Marketing Services

DATE: June 20, 2024

BUYER: Holly Teague

EMAIL: hteague@semo.edu

PHONE: (573) 651-2021

PROPOSAL MUST BE RECEIVED NO LATER THAN:

DATE: July 9, 2024

TIME: 3:30 P.M.

DELIVERY INSTRUCTIONS

For USPS/FedEx/UPS, etc.

Bids must be mailed to:

Purchasing Department
Southeast Missouri State University
One University Plaza, Mail Stop 3280
Cape Girardeau, MO 63701

OR delivered by bidder to:

Purchasing Department
Academic Hall Room 200F
Normal Avenue
Cape Girardeau, MO 63701

The notice of award is made subject to availability and appropriation of funds, as specified in the Request for Proposal, and the selection of the offeror is made in accordance with all applicable public procurement laws.

MUST BE SIGNED TO BE VALID

The offeror hereby agrees to furnish items and/or services, at the firm, fixed prices quoted, pursuant to all requirements and specifications contained herein, upon either the receipt of an authorized purchase order from the Purchasing Department or when this document is countersigned by the Purchasing Department as a binding contract, and further agrees that the language of this document shall govern in the event of a conflict with his or her proposal.

AUTHORIZED SIGNATURE		PRINTED NAME/TITLE	
COMPANY NAME			CURRENT DATE
MAILING ADDRESS			TELEPHONE NUMBER/EXT.
CITY		STATE	ZIP CODE
CONTACT PERSON	CONTACT PERSON EMAIL ADDRESS		FACSIMILE NUMBER
DELIVERY DATE: _____ DAYS ARO, FOB DESTINATION		PROMPT PAYMENT TERMS: _____% _____ DAYS NET _____ DAYS	
NOTICE OF AWARD (SOUTHEAST MISSOURI STATE UNIVERSITY USE ONLY)			
AUTHORIZED SIGNATURE FOR SOUTHEAST MISSOURI STATE UNIVERSITY			DATE

**SOUTHEAST MISSOURI STATE UNIVERSITY
ADVERTISING AND MARKETING SERVICES
REQUEST FOR PROPOSAL 6018
AMENDMENT#1**

A. The offeror is hereby notified that Request for Proposal 6018 is amended as follows:

1. Scope of Services, Item 1 (page 3) is amended as follows:

1. The contract shall include, but not be limited to, the following services:

- 1.1 Media Placement & Management Services
- 1.2 Public Relations
- 1.3 Graphic Design Services
- 1.4 Photography & Video Production
- 1.5 Virtual Campus Tour
- 1.6 Market Analytics
- 1.7 Other Marketing Services as Identified

2. The Pricing Page has been amended to reflect the two added services. Please see the updated pricing page attached to this Amendment.

B. RFP closing date and time remain the same.

All other terms and conditions of Request for Proposal 6018 remain the same. If you have any questions regarding this information, please contact Holly Teague at hteague@semo.edu.

To acknowledge receipt of this amendment, the offeror should complete, sign, and return with the proposal response.

**SOUTHEAST MISSOURI STATE ADVERTISING AND MARKETING SERVICES
REQUEST FOR PROPOSAL 6018**

PRICING PAGE

The offeror must provide a firm, fixed hourly rate for each service listed below. The hourly rate must include all fees and expenses required to produce a job such as mock-ups, conceptual designs, photography, etc.

1. Media Placement & Management Services

\$ _____ firm, fixed rate per hour or % of spend

2. Public Relations

\$ _____ firm, fixed rate per hour

3. Graphic Design Services

\$ _____ firm, fixed rate per hour

4. Photography & Video Production

\$ _____ firm, fixed rate per hour

5. Virtual Campus Tour

\$ _____ firm, fixed rate per hour

6. Market Analytics

\$ _____ firm, fixed rate per hour

7. Additional hourly rates for other marketing services not included above:

Item	Applicable Rate

8. In the event the University exercises its option to renew the contract, the offeror must state the maximum percentage of increase to be applied to the above rates for the applicable renewal period. The offeror should review page 4, paragraph 1.2, of the original RFP 6018, before completing this section.

_____ % Maximum percentage of increase for the first contract renewal period

_____ % Maximum percentage of increase for the second contract renewal period

_____ % Maximum percentage of increase for the third contract renewal period

_____ % Maximum percentage of increase for the fourth contract renewal period

By signature below, the offeror hereby affirms that all prices and percentages are quoted pursuant to the terms and conditions of Request for Proposal 6018. In addition, the offeror understands and certifies the following:

- The contractor shall only utilize personnel authorized to work in the United States in accordance with applicable federal and state laws. This includes but is not limited to the Illegal Immigration Reform and Immigrant Responsibility Act (IIRIRA) and INA Section 274A.
- If the contractor is found to be in violation of this requirement or the applicable state, federal and local laws and regulations, and if the State of Missouri has reasonable cause to believe that the contractor has knowingly employed individuals who are not eligible to work in the United States, the University shall have the right to cancel the contract immediately without penalty or recourse and suspend or debar the contractor from doing business with the University. The University may also withhold up to twenty- five percent of the total amount due to the contractor.
- The contractor agrees to fully cooperate with any audit or investigation from federal, state or local law enforcement agencies.

Company Name

Signature/Date