

# STATE OF NEBRASKA SERVICE CONTRACT AWARD

State Purchasing Bureau  
301 Centennial Mail South, 1st Floor  
Lincoln, Nebraska 68508

OR  
P.O. Box 94847  
Lincoln, Nebraska 68509-4847  
Telephone: (402) 471-2401  
Fax: (402) 471-2089

**CONTRACT NUMBER**  
**34144 O4**

PAGE 1 OF 3	ORDER DATE 06/27/08
BUSINESS UNIT 72200001	BUYER MARY LANNING
VENDOR NUMBER: 501254	
VENDOR ADDRESS: SNITILY CARR, INC 300 S 68TH STREET PL LINCOLN NE 68510-2449	

AN AWARD HAS BEEN MADE TO THE VENDOR/CONTRACTOR NAMED ABOVE FOR THE SERVICES AS LISTED BELOW FOR THE PERIOD:

**JULY 01, 2008 THROUGH JUNE 30, 2012**

THIS CONTRACT IS NOT AN EXCLUSIVE CONTRACT TO FURNISH THE SERVICES SHOWN BELOW, AND DOES NOT PRECLUDE THE PURCHASE OF SIMILAR SERVICES FROM OTHER SOURCES.

THE STATE RESERVES THE RIGHT TO EXTEND THE PERIOD OF THIS CONTRACT BEYOND THE TERMINATION DATE WHEN MUTUALLY AGREEABLE TO THE VENDOR/CONTRACTOR AND THE STATE OF NEBRASKA.

Original/Bid Document 2436 Z1

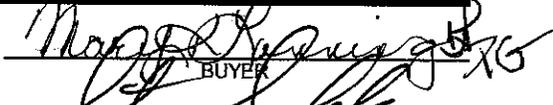
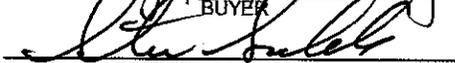
Contract to provide Marketing and Advertising Services to the State of Nebraska, for the period effective July 1, 2008 through June 30, 2012 with the option to renew for one (1) additional year as mutually agreed upon by all parties.

The contract shall incorporate the following previously submitted documents:

1. Contract Award;
2. Any Contract Amendments, in order of significance;
3. Any Request for Proposal Addenda and or Amendments to include Questions and Answers;
4. The original RFP document;
5. The signed Request for Proposal form; and
6. The Contractor's Proposal.

CONTACT: David J. Snitily, President  
PHONE: 402-489-2121  
FAX: 402-489-2727

Line	Description	Qty	Unit of Measure	Unit Price	Extended Price
1	Retainer Per Month	48	MO	5,500.0000	264,000.00
2	Copy Writing	6000	HR	70.0000	420,000.00
3	Creative Work	4000	HR	70.0000	280,000.00
4	Database and Production	400	HR	70.0000	28,000.00
5	Finish Art	1600	HR	70.0000	112,000.00

  
BUYER  
  
MATERIEL ADMINISTRATOR

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PAGE 2 OF 3	ORDER DATE 06/27/08
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VENDOR NUMBER: 501254	

Line	Description	Qty	Unit of Measure	Unit Price	Extended Price
6	Layout and Design Work	3600	HR	70.0000	252,000.00
7	Production Supervision	10000	HR	70.0000	700,000.00
8	Public Relations Work	2000	HR	70.0000	140,000.00
9	Website Maintenance	3400	HR	85.0000	289,000.00
10	Market Research	400	HR	70.0000	28,000.00
11	Film and Photography shoots across the state	8000	HR	100.0000	800,000.00
12	Sales calls for State sponsored conferences	2800	HR	70.0000	196,000.00
13	Full Page	48	EA	1,800.0000	86,400.00
14	Inside Front Cover Map Flap	4	EA	2,100.0000	8,400.00
15	Inside Across from Map	4	EA	2,175.0000	8,700.00
16	Inside Across from Table of Contents	4	EA	2,175.0000	8,700.00
17	Back Cover	4	EA	2,325.0000	9,300.00
18	Inside Back Cover	4	EA	2,100.0000	8,400.00
19	2/3 Page	4	EA	1,425.0000	5,700.00
20	1/2 Page	20	EA	1,275.0000	25,500.00
21	1/3 Page	12	EA	975.0000	11,700.00
22	1/6 Page	8	EA	600.0000	4,800.00

  
BUYER INITIALS

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PAGE 3 OF 3	ORDER DATE 06/27/08
BUSINESS UNIT 72200001	BUYER MARY LANNING
VENDOR NUMBER: 501254	

Line	Description	Qty	Unit of Measure	Unit Price	Extended Price
23	3-Inch Listing	36	EA	225.0000	8,100.00
24	2-Inch Listing	4	EA	150.0000	600.00
25	1-Inch Listing	8	EA	75.0000	600.00
<b>Total Order</b>					<b>3,695,900.00</b>

  
BUYER INITIALS