

Missouri Department of Transportation
David B. Nichols, Director

573.751.2551
Fax: 573.751.6555
1.888.ASK MODOT (275.6636)

SINGLE FEASIBLE SOURCE PURCHASE POSTING NOTICE

The Missouri Department of Transportation has determined that only one source can provide the products or services described below

Title: Marketing/Advertising for Missouri Coalition for Roadway Safety (MCRS) with KOMU and CW.
Bid # CD-16-071SFS

Description: The Missouri Department of Transportation (MoDOT), Central District Traffic Division, has determined that only one source can provide the marketing and advertising through television public service announcements for the Missouri Coalition for Roadway Safety for its intended market. To our knowledge, KOMU and CW are the only medium that can provide the scale of advertising to the intended target market and partner with the MU University Hospital and Drive Safe Drive Smart. Advertising related to this marketing campaign will not exceed \$25,000 cumulatively.

Marketing and Advertising could include, but not limited to, the following:
Thirty second public service announcement campaign involving an MU student athlete. Sixty (60) scheduled television spots per week, aired at various times on two (2) stations. Campaign run on the KOMU.com website, with 50,000 monthly views of cube ads and 50,000 monthly views of leaderboard ads. Ads to be launched during the 2016 prom season and continue through graduation/early summer.

Contract Period: Date of award through April 30, 2017

Renewal Options: At the sole option of MoDOT, one - 1 year contract renewal.

Agency: Missouri Department of Transportation

Supplier: KOMU8, Columbia MO

Buyer: Sheldon Redel

Phone Number: (573) 751-7708

E-Mail: Sheldon.Redel@modot.mo.gov

Posting Date: 4/15/16

Response Date: 4/19/16 10:00 AM Central Time



Our mission is to provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri.

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