Procurement Officer: Lisa Nettleton
Wichita State University
Office of Purchasing
1834 Fairmount, Campus Box 12
Wichita, KS 67260-0012
Media Buying Services

Proposal #B00001543, Closing: August 1, 2018 2PM

TECHNICAL PROPOSAL

Submitted by
Copp Media Services, Inc.
4.1 TRANSMITTAL LETTER

4.1.1 Copp Media is the prime contractor with no subcontractors

4.1.2 Copp Media is a Corporation

4.1.3 Copp Media has made no attempt to induce any other firm or person to submit a proposal

4.1.4 Copp Media does not discriminate

4.1.5 Copp Media has not included pricing information in the transmittal letter or the Technical Proposal

4.1.6 Copp Media has no interest that would conflict in the performance of this contract

4.1.7 Copp Media signature on the proposal has the authority to authorize and make decisions

4.1.8 Copp Media does provide media planning and buying services to WSU Tech (see attached letter)

4.1.9 Copp Media agrees that any lost or matching money resulting from unacceptable performance in a contractor task shall be accompanied by reductions in state payment

4.1.10 Copp Media has not been retained, nor has it retained a person to secure a state contract on an agreement or understanding for a commission

4.2 VENDOR’S QUALIFICATIONS

4.2.1 Copp Media was established December 1992

4.2.2 Copp Media is a Corporation owned by Bonnie Tharp

4.2.3 Copp Media will assign up to up to 9 employees to work on items within the contract for the following areas:
- Account Management & Media Planning: Bonnie Tharp, President and Nicole Cooper, VP
- Internal Trafficking: Reba Nelson, Executive Assistant
- Media Buying: Sharri (Riley) King, Senior Media Buyer
- Search Engine Optimization: Marc Zwygart, Senior Digital Strategist
- Digital Strategies: Brianna Anderson, Digital Strategist
- Traffic: Lisa Bryant, Traffic Coordinator
- Billing: Sheila Frye, Accounting Coordinator

4.2.4 Copp Media has subscriptions to software and ratings data that will be utilized for this project.
- Strata Buying Software
- Nielsen Television Data
- Nielsen Radio Data
- SmartSheet
- Lucky Orange
- NinjaCat
- SEM Rush
- Scarborough
- Sprout Social
- Google Analytics

4.2.5 Project Location in our organization

4.2.6 Copp Media has demonstrated the relationship of the project within our organization and other lines of businesses along with an organizational chart assign staff and track progress of the project within the organization
4.1 TRANSMITTAL LETTER

Thank you for the opportunity to provide information about Copp Media Services, Inc. We look forward to a potential relationship with Wichita State University.

The requested items are included in the following transmittal letter:

Copp Media Services, Inc. was incorporated in Wichita in 1992 and the signatory on this proposal has the authority to make decisions. We pride ourselves with handling client work in-house, without the need for subcontractors. We hire the best so we can give you the best. We offer a wide range of services and have a diverse staff and remain discrimination-free.

While we don’t have any projects that conflict with this contract, we currently work with WSU Tech and have for over a decade. Their signed disclosure letter is attached at the end of this RFP.

Copp Media has not made any attempt to induce any other firm or person to submit or not submit a proposal. We also have not included cost or pricing information within this Transmittal Letter nor the Technical Proposal.

Copp Media agrees that any lost or reduced federal matching money resulting from unacceptable performance in a contractor task shall be accompanied by reductions in state payment.

Copp Media has not been retained, nor has it retained a person to secure a state contract on Agreement or understanding for a commission.
4.2 VENDOR QUALIFICATIONS

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4.2.3 Copp Media will assign up to up to 9 employees to work on items within the contract for the following areas:

Account Management & Media Planning: Bonnie Tharp, President and Nicole Cooper, Vice President

Internal Trafficking: Reba Nelson, Executive Assistant

Media Buying: Sharri (Riley) King, Senior Media Buyer

Search Engine Optimization: Marc Zwygart, Senior Digital Strategist

Digital Strategies: Brianna Anderson, Digital Strategist

Traffic: Lisa Bryant, Traffic Coordinator

Billing: Sheila Frye, Accounting Coordinator

4.2.4 Copp Media has subscriptions to software and ratings data that will be utilized for this project.

Strata: Buying Software

Nielsen Television: Ratings and Research Data

Nielsen Radio: Ratings and Research Data

SmartSheet: Internal Project Management

Lucky Orange: Website Recording Software

NinjaCat: Digital Reporting Software

SEM Rush: SEO Analysis

Scarborough: Market Research

Sprout: Social Media Management and Reporting

Google Analytics: Website Analysis

4.2.5 The WSU Project will primarily fall under Nicole Cooper in the Organizational Chart
4.2.6 Relationship of the Project and other lines of business in the Organizational Chart
WHO WE ARE

Our business philosophy is simple — help clients succeed.

We work with local businesses as well as regional, national and international clients. Our formula for success is simple: We work hard and play well with others. We create collaborative, long-term relationships. We use personal passions to fuel professional creativity. We practice true teamwork and a culture of egalitarian, nurturing respect. Out of this melting pot pour satisfying solutions and results.

Clients have trusted our agency to invest their media dollars to generate the greatest return on investment. The media business continues to change, consumer habits change, and media strategies change. It is critical that companies place their trust with organizations who see the big picture and think outside of the box. Copp Media is that agency.

The Copp Media has 9 employees working to provide strategic media planning and buying as well as social, digital and Search Engine Optimization (SEO) and support services. We employ specialists who focus on traditional media strategies (television, radio, outdoor, newspaper, magazines, etc.) or social media strategies, including optimization of social accounts, development of social strategies and monitoring conversations around brands.

The team assigned to the Wichita State University account are outlined below, with a brief background statement. Full Resumes are attached to the document as an addendum for the main people you will be in contact with.

Bonnie Tharp and Nicole Cooper will serve as your project managers for this effort. They are highly qualified and are experts with working on multiple, concurrent assignments you may have. They will write the media plans and develop strategies for implementation to increase enrollment for Wichita State University. They will jointly handle the day-to-day communication between the agency and WSU.

Bonnie (Copp) Tharp has a background in preparing media plans and implementing advertising campaigns for clients that get results. She has spent nearly 30 years in the advertising business, where she has developed and executed campaigns throughout the United States, Europe and the Middle East. Her experience has included eight years as media director for a large agency followed by the creation of her own media buying agency in 1992. Bonnie has also been an adjunct instructor at Wichita State University, teaching media planning, buying and selling.

Nicole Cooper is a graduate of the University of South Carolina who joined Copp Media Services, Inc. in January 2008. Nicole works both in the account service capacity as well as serving as the media planner for many agency accounts. She works extensively with clients and media to develop added value promotions that extend media budgets and secure additional exposures of products and services. Her expertise lies in account management, research, social media, media planning and buying.

Marc Zwygart is a digital specialist and has worked with Copp Media for more than 5 years. Before joining Copp Media in July 2013, Marc owned his own media buying company and served as the Digital Marketing and Social Media Manager for Cessna. As the Digital Manager at Copp, Marc employs his vast array of social media skills by developing unique solutions to typically standard social media issues. He is a pioneer at developing new social media strategies specific to the needs of each client. His strategic thinking is what sets him apart both professionally and personally. Marc is a leader, not only locally and regionally, but has been a presenter at conferences on search engine optimization techniques. He has the reputation of being a true visionary as it relates to the digital world. His focus for clients is with optimization of websites and new digital technologies. Marc has committed to teaching Search Engine Optimization as an adjunct professor with WSU Tech.

Brianna Anderson completed her internship with Copp Media in the summer of 2015 and joined the company in May of 2017 upon completion of her bachelor’s in social media marketing from Western Kentucky. She is the manager of digital advertising and social media as well as search engine optimization. Because of the continuing change of media consumption, algorithm changes within each of the channels, we make sure that the digital team stay current with these changes. She is a number driven research freak who likes to work hard AND play hard. Brianna has written the curriculum and committed to teaching analytics as an adjunct professor with WSU Tech.
Sharri (Riley) King earned her undergraduate degree in Business Management from Friends University and continued her education with an MBA from Webster University. After graduation, Sharri immersed herself in marketing and media for several years before joining the Copp Media team as a media buyer. Sharri negotiates and places millions of dollars each year in media placements.

Reba Nelson is responsible for building and maintaining Smartsheet for all clients. Smartsheet is a software and a service application for collaboration and work management. It is used to assign tasks, track project progress, manage calendars, share documents and manage other work and particularly useful for clients to have one location for campaign elements including orders, creative, due dates, specifications for ads. Copp Media uses this software for clients as large as Textron Aviation down to smallest account handled by our agency.

Lisa Bryant received her degree in engineering from Colorado State University and moved to Seattle for 10 years until she got tired of the city life and traffic. She moved to Wichita in 2001 and hasn’t looked back because she loves the friendly people and all the land and sunshine the Midwest has to offer. Her technical expertise makes her versatile and an all-around team player at Copp Media. Lisa works as traffic coordinator, co-op management and office support diva. She works with clients and vendors to facilitate traffic flow and order processing.

Sheila Frye manages all client billing as well as vendor payables. Matching invoices up to orders and keeping the entire team on track. She manages the office personnel on a daily basis as well. Her extreme attention to every detail is a valuable asset to the company and to our clients.
4.3 SUBCONTRACTORS
Copp Media will not outsource any part of the media planning or buying within the contract.

4.4 TIMELINE AND METHODOLOGY
The buying agency selected by Wichita State University will need to hit the ground running once the contract award is granted. The following is an estimated timeline and could move at a faster pace depending on when contract is awarded and schedule availability of WSU Strategic Communications team.

APPROACH/WORK PLAN
Our process is one that relies heavily on teamwork—teamwork both among the members of our internal team and between ourselves and the client. While the end product of a project often revolves around creative executions, the process we go about to get there is methodical and steeped in research. We exert a considerable amount of effort at the beginning of each project simply getting to know the client and their marketing objectives while working collaboratively to uncover the unique selling propositions it possesses over the competition. At the same time, we also work to define the clients’ target audiences to discover who they are, how they act, what’s important to them and how to reach them when and where they are most receptive.

Support post-campaign will include detailed reporting and analysis, campaign impact, buy summaries and anything else requested for a thorough outcome report.

TIMELINE

PROJECT DETAILS

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<thead>
<tr>
<th>DATE</th>
<th>MILESTONE</th>
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<tbody>
<tr>
<td>08/06/18</td>
<td>Contract Awarded</td>
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<tr>
<td>08/07/18</td>
<td>Kick Off Meeting</td>
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<tr>
<td>08/09/18</td>
<td>Development of Media Plan</td>
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<tr>
<td>08/10/18</td>
<td>First Draft of Media Plan Presented</td>
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<tr>
<td>08/13/18</td>
<td>Revisions/Implementation of Media Plan</td>
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<tr>
<td>08/15/18</td>
<td>Negotiation of Media Placement and Buys</td>
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<tr>
<td>08/16/18</td>
<td>WSU Approval of Schedules</td>
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<tr>
<td>08/17/18</td>
<td>Coordination of Creative Delivery</td>
</tr>
<tr>
<td>08/20/18</td>
<td>Start Date of Media</td>
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</tbody>
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Kick-Off Meeting:
This appointment will serve as a fact-finding session to discuss.

First Draft Plan Presentation:
After review, refinement and revisions will take place before the Final

Ongoing:
Consistent media monitoring will occur throughout the campaign to
4.5 QUALIFICATIONS

Copp Media is uniquely qualified to be the media partner with Wichita State University. With an in-market history of planning and buying media for more than 26 years, we have the reputation of being fair, honest, and strong negotiators. We are familiar with WSU, serving as mentors to students within the Elliott School throughout our company’s history. We have met with countless students, coaching them on positions within the marketing industry.

Our knowledge of Wichita is expansive as it’s not only where we do business, it’s where we live. We know the history of media and are familiar with all the players in media. Our relationships extend nearly three decades with these vendors which has led Copp Media to be well respected within our community. Media outlets of all kinds know that we will be fair and unbiased to which gives our clients the best possible outcome within their budget allocations.

We are also intimately familiar with non-profit work as we have a lengthy list of companies in this realm. Our company culture encourages employees to volunteer during company hours as their way to personally give back. Not all the non-profits have marketing budgets, but we serve/chaire committees, provide marketing advice and spend time with the organizations to help make the Wichita community a better place to live. We are committed as an organization to provide help with Google Grants to any non-profit (listed above or not) to secure up to $10,000 in free advertising per month for those that qualify within the Google Grant framework.

Copp Media has worked with many non-profits, and currently assists the following:

- United Way of the Plains
- Heartspring
- Child Advocacy Center of Sedgwick County
- Senior Services of Wichita
- Carpenter Place
- Kansas Health Foundation
- Wine, Women, and Shoes to benefit the Wesley Children’s Foundation
- Assistance League of Wichita
- Starkey
- Goddard Education Foundation

The Copp Media team has the qualifications to develop media plans to focus on the marketing goals of Wichita State University. We have a proven track record and would be excited to partner with WSU in this capacity. Through ongoing reporting and analysis, we will optimize your campaigns and grow ROI on media placements.
4.6 PAYMENT TERMS
The payment terms are net 30 days.

4.7 VENDOR CONTRACTS
Copp Media Services, Inc. does not use outside vendors.

4.8 CONTRACT PRICE
Copp Media understands that WSU contracts are awarded by the Office of Purchasing to take advantage of volume discount pricing for goods and services that have a recurring demand from one or more agencies. We also understand that if the state agency locates a vendor that can provide the identical item at a lower price, a waiver to “buy off state contract” may be granted by the Office of Purchasing.

4.9 ON-SITE INSPECTION
Copp media understands that failure to adequately inspect the premises shall not relieve the successful vendor from furnishing without additional cost to WSU any materials, equipment, supplies or labor that may be required to carry out the intent of this Request. Submission of a bid shall be construed as evidence that the vendor has made necessary examination, inspection and investigation. Failure to properly inspect the site may result in rejection of the vendor’s bid.

4.10 SUBMISSION OF THE BID
Submission of the bid will be considered presumptive evidence that Copp Media would be conversant with local facilities and difficulties, the requirements of the documents and of pertinent State and/or local codes, state of labor and material markets, and has made due allowances in the proposal for all contingencies as it relates to this project. Later claims for labor, work, materials, and equipment required for any difficulties encountered which could have foreseen will not be recognized and all such difficulties shall be properly taken care of by Contractor at no additional cost to WSU.

4.11 SUBCONTRACTORS
Copp Media services does not intend to utilize subcontractors.

4.12 INSURANCE
Copp Media will provide the needed insurance policies required the Wichita State University under this contract.

4.13 MATERIALS AND WORKMANSHIP
Copp Media shall perform all work and furnish all supplies and materials, machinery, equipment, facilities, and means, necessary to complete all the work required by this solicitation, within the time specified, in accordance with the provisions as specified within the scope of work of the contract.

4.14 CONTRACT
Copp Media understands that for technical information regarding the equipment specified in this solicitation and to arrange for a site visit, or any correspondence by potential bidders, with the using agency, must be documented in writing and submitted to the Office of Purchasing, to be considered for any possible addenda, and/or in the evaluation of the bid. Any change in specification shall be authorized only by the Office of Purchasing and will be issued by written addendum.
4.15 SHIPPING AND F.O.B. POINT
Copp Media understands that unless otherwise specified, bid prices shall be F.O.B. DESTINATION, PREPAID AND ALLOWED (included in the price bid), which means delivered to WSU's receiving dock or other designated point as specified in this Request without additional charge. Shipments shall be made in order to arrive at the destination at a satisfactory time for unloading during regular working hours between 8:00 a.m. and 4:30 p.m., Monday through Friday, except holidays.

4.16 DELIVERIES
Copp Media understands all orders shall be shipped FOB destination, prepaid and allowed, within SEVEN (7) business days of receipt of a purchase order. Deliveries must be clearly marked with the purchase order number. If delays in delivery are anticipated, the Contractor shall immediately notify the ordering agency of the revised delivery date or partial delivery date. The order may be canceled if delivery time is unsatisfactory. The Contractor shall inform the Office of Purchasing of any supply or delivery problems. Continued delivery problems may result in termination of the contract.

4.17 ALTERNATE PROPOSALS
Copp Media understands that bids on items comparable to the above are invited. Bidders should submit complete specifications, descriptive materials and indicate any deviation from the specifications of this proposal.

4.18 EQUIVALENT ITEMS
Copp Media understands whenever a material, article or piece of equipment is identified in the specifications by reference to a manufacturer's or vendor's name, trade name, catalog number, etc., it is intended to establish a standard, unless otherwise specifically stated. Any material, article or equipment of other manufacturers or vendors shall perform to the standard of the item specified. Equivalent bids must be accompanied by sufficient descriptive literature and/or specifications to provide for detailed comparison. Samples of items, if required, shall be furnished at no expense to WSU and if not destroyed in the evaluation process, shall be returned at vendor's expense, if requested.

4.19 BENCHMARK REQUIREMENTS
Copp Media understands a demonstration or benchmark of the selected devices for the using agencies may be required before final contract approval.

4.20 EQUIPMENT
Copp Media understands all offered equipment, equipment options, and hardware expansions must be identified by manufacturer and model number and descriptive literature of such equipment must be submitted with the bid.

4.21 IMPLIED REQUIREMENTS
Copp Media understands that all products and services not specifically mentioned in this solicitation, but which are necessary to provide the functional capabilities described by the specifications, shall be included. Other products required to make the described software functional shall be identified in the vendor's response.

4.22 INDUSTRY STANDARDS
Copp Media understands if not otherwise provided, materials or work called for in this contract shall be furnished and performed in accordance with best established practice and standards recognized by the contracted industry and comply with all codes and regulations which shall apply.
4.23 TECHNICAL LITERATURE
Copp Media understands that all bids shall include specifications and technical literature sufficient to allow WSU to determine that the equipment meets all requirements. This technical literature will be the primary source for bid evaluation. If a requirement is not addressed in the technical literature it must be supported by additional documentation and included with the bid. Bid responses without sufficient technical documentation may be rejected.

4.24 DEFAULT ON DELIVERY
Copp Media understands that if we default on delivery as defined in this Request may, be barred from bidding on any subsequent Request for a period to be determined.

4.25 INDEFINITE QUALITY CONTRACT
Copp Media understands this Request is for an open-ended contract between a vendor and WSU to furnish an undetermined quantity of a good or service in a given period of time. An estimated quantity based on past history or other means may be used as a guide.

4.26 PRICES
Copp Media understands that prices shall remain firm for the entire contract period. Prices quoted shall be gross to include the standard advertising agency commission (net x 1.1765) including all trade, quantity and cash discounts. Any price reductions available during the contract period shall be offered to the WSU. Failure to provide available price reductions may result in termination of the contract.

4.27 PRICE ADJUSTMENTS
Copp Media understands on the yearly anniversary date of this contract, prices as bid may remain at the price bid or may be based on a price adjustment either upward or downward, keyed to industry and changes. Contractor shall furnish figures at least thirty (30) days prior to expiration date to substantiate any claim for increase. Price increases shall not exceed five percent (5%) of the existing contract. If parties to the contract can not agree on renewal terms, it is hereby understood that the contract will be re-bid.

4.28 UPGRADES
Copp Media understands that Bidders shall indicate the upgrade price and policy for any software, firmware, or hardware upgrades anticipated for the equipment bid. If the upgrades are provided without cost, this should be indicated. Copp Media Services assumes the financial investment for software and ratings services. Only if WSU would direct for additional software purchase outside of what is typically need for the project, would there be a discussion of additional compensation.

4.29 PAYMENTS
Payments shall not be made for costs or items not listed in the vendor's response.

4.30 DOCUMENTATION
Copp Media would provide examples of documentation delivered by the manufacturer with purchase of items shall be included. We would be able to deliver additional copies (beyond the response set) of documentation on an immediate basis for use in the evaluation process. Within the section, vendors may use any format. Include detailed, standard, published literature describing each equipment item and feature offered. We understand that we might be requested to deliver additional copies of response documentation immediately. Within the section, vendors may use any format. Include detailed, standard, published literature describing each item and feature offered.
4.31 WARRANTY

Copp Media understands that Standard Manufacturer's Warranty, for all equipment bid, is to be considered a part of these conditions. All defective items shall be replaced free of charge. Bidders must provide a ONE (1) year PARTS AND LABOR warranty on all devices and/or labor provided as part of an award that results from this Request for Quotation.

The successful bidder will be the sole point of contact on any problems with the equipment or systems during the warranty period.

The contractor shall be responsible for all work put in under these specifications. The contractor shall make good, repair and replace, at the contractor's own expense, as may be necessary, any defective work, material acceptance, if in the opinion of agency said defect is due to imperfection in material, design, or workmanship for the warranty period specified. Bidders shall indicate the type and extent of the warranty for all equipment, hardware, software, and services proposed.
Our company has enjoyed amazing partnerships with local, regional and national accounts. While the average is 3.2 years, many of our clients have worked with us for over 15 years. Below are a few of those clients.

THE CITY OF WICHITA utilizes Copp Media Services is the buying agency for all of their various departments. We work with each individual department to develop unique strategies based on their goals and objectives. We are listing our primary contact as a reference:

Lauragail Gamble, Marketing Manager  
City of Wichita  
455 North Main  
Wichita, KS  67202  
316.352.4811  
316.640.1008  
llocke@wichita.gov

WSU TECH and Copp Media have collaborated for many years. Our collaboration with the marketing team has been unique. Copp Media has worked with staff to analyze the website’s ability to appear organically in SERPs as it relates to keywords potential students and parents would search. We provide content structure input, keyword outlines and held monthly meetings to train the internal staff to implement organic and paid tactics. We have also developed media campaigns to increase overall brand image and awareness, as well as impact enrollment.

And McFayden Executive Director, Marketing and Community Outreach  
National Center for Aviation Training  
4004 N. Webb Road  
Wichita, KS 67226  
316.677.1006  
amcfayden@wsutech.edu

UNITED WAY OF THE PLAINS is one of our non-profit clients that we have had for more than 20 years.

Delane Butler, Vice President of Marketing  
United Way of the Plains  
245 North Water  
Wichita, KS 67202  
316.267.1321 Ext 4105  
dbutler@unitedwayplains.com

GRENE VISION GROUP has been a treasured partnership for many years. The partnership includes traditional media planning and placement throughout the state as the number of locations continue to grow.

Collen Hermreck, Director of Marketing/Public Relations  
Grene Vision Group  
1851 North Webb Road  
Wichita, KS 67206  
316.691.4402  
Chermreck@Grenevisiongroup.com

FREDDY’S FROZEN CUSTARD & STEAKBURGERS has had a strategic media planning and buying relationship with Copp Media since there was only one location in Wichita Kansas. Freddy’s recently opened their 300th location this past spring. The work done with this partner includes everything from traditional and digital media planning/placement, Search Engine Optimization and ongoing education of new social and media tactics.

Shelley Young, Vice President of Marketing  
Freddy’s Frozen Custard & Steakburgers  
310 N Rock Rd #200  
Wichita, KS 67206  
ShelleyY@Freddysusa.com
4.33 CERTIFICATION OF SPECIFICATIONS COMPLIANCE
Copp Media understand by submission of a bid and the signatures affixed thereto, the bidder certifies all products and services proposed in the bid meet or exceed all requirements of this specification as set forth in the request.

4.34 CERTIFICATION OF MATERIALS SUBMITTED
Copp Media understands the response to this request, together with the specifications set forth herein and all data submitted by the vendor to support the response including brochures, manuals, and descriptions covering the operating characteristics of the item(s) proposed, shall become a part of any contract between the successful vendor and WSU. Any written representation covering such matters as reliability of the item(s), the experience of other users, or warranties of performance shall be incorporated by reference into the contract.

4.35 EXPERIENCE
Copp Media exceeds the minimum of three (3) years continuous active participation in the applicable industry as a distinct company, providing equipment and systems comparable in size and complexity to the equipment and systems specified. We have been servicing clients for 26 years.

4.36 AWARD
Copp Media understands the award could be by line item or group total, whichever is in the best interest of the WSU.
SIGNATURE SHEET

Item: Consultant: Advertising Deployment Strategy

Closing Date: August 1, 2018; 2:00 P.M.

We submit a proposal to furnish requirements during the contract period in accordance with the specifications and Schedule of Supplies. I hereby certify that I (we) do not have any substantial conflict of interest sufficient to influence the bidding process on this bid. A conflict of substantial interest is one which a reasonable person would think would compromise the open competitive bid process.

Addenda: The undersigned acknowledges receipt of the following addenda:

#1( ) #2( ) #3( ) None( )

Legal Name of Person, Firm or Corporation: Copp Media Services Inc.

Toll Free Telephone __________________ Local 316.425.7065 Fax 316.424.7047

E-Mail: Bonnie@ coppmedia.com

Mailing Address: 322 S. Mosley St. Suite 15

City & State: Wichita Zip Code: 67202

FEIN Number: [REDACTED]

Signature: Bonnie Tharp Date: 7.31.18

Typed Name of Signature: Bonnie Tharp Title: President

If awarded a contract and purchase orders are to be directed to an address other than above, indicate mailing address and telephone number below.

Address: ________________________________

City & State: ________________________________ Zip Code: ________________________________

Toll Free Telephone: ______________________ Local: ______________________ Fax: ______________________

E-Mail: ________________________________
TO: Bidders
RE: Ad Deployment Strategy
DATE: July 26, 2018
ADDENDUM DUE: August 1, 2018 (with bid) 2:00 PM
SUBJECT: Questions and answers regarding project

Based on questions and comments received from interested bidder the following questions and answers are provided. This form must also be completed, signed and returned to me by the due date along with your bid.

1. The selected market is Wichita DMA only, correct? Yes.

2. Media Buying Agency is responsible solely for the media plan, negotiation & placement & reporting, correct?
   a. Who handles Traffic? WSU’s director of advertising is the single contact who will manage coordination of on campus advertising requests. The director of advertising will work with the Media Buying Agency to advance project. If this does not address your concern, please clarify your understanding of handling traffic within your proposal response.
   b. Creative? WSU will provide creative.

3. Are Digital & Social Media ads to be considered in this plan? Our primary interest is television and outdoor, but we will consider all proposals submitted.
   a. Or, will those placements be handled separately? To be determined.

4. If Media Buying is done completely in-house by members of our staff, do we need to identify software vendors that we use? The agency selected will be entrusted to provide the expertise and resources to deliver the most effective use of the budget.

5. ROI Reports:
   a. Will the Agency be given back-end access to Web Traffic, Enrollment trends & numbers – current & historical? If needed.
   b. Which programs will measurement be applied for ROI tracking? Not applicable at this time.
   c. Web Hits – Digital – Social are all referenced – Will the Agency be given back-end access to review performance. If needed.

6. If the contract is from August 2018 – June 30, 2019 – and, the flighted heavier impact is requested from Aug – Nov AND Jan – May. When will the final decision on Media Buying Agency of Record be made to allow time to impact August/Fall enrollment start dates? We hope to make an award by August 6, 2018.
7. What programs will be marketed? Undergraduate – General Ed only? This RFP is for media buying only. We need to secure a local agency partner to buy advertising space allowing local coverage of university marketing.

8. What is the demographic? Wichita DMA. Specific demographics will be project specific and will be determined as needed.

9. What goals presently exist for this campaign?
   Goals for media buying are:
   1) Effective use of budget;
   2) Comprehensive and flexible local coverage.

10. How was the decision for mostly TV & Outdoor arrived at? Is there already historical data that shows the success rate of those media platforms? This RFP focuses on local TV and Outdoor media buy.

11. Will this be a new, fresh creative campaign? Or, an existing campaign? Existing creative local TV and Outdoor media will be used.

12. This is for Media Buying Services & Reporting Only. So, no production charges are to be included within placement budget, correct? Correct.

Copp Media Services, Inc.

name of company responding

Bonnie Sharp

signature vendor representative

8/1/18

date
To Whom It May Concern,

Wichita State University Campus of Applied Sciences and Technology (WSU Tech) currently does business with Copp Media Services, Inc. This work occurs on a project-to-project basis without a formal contract for the past 10+ year. Implementations include Search Engine Optimization, Media Planning and Buying, as well as other hourly contract work as needed.

WSU Tech and Copp Media both agreeable to providing access to any documentation Wichita State University would require.

Sincerely,

[Signature]

Andy McFayden
Executive Director, Marketing and Community Outreach
WSU Campus of Applied Sciences and Technology (WSU Tech)
SUMMARY OF QUALIFICATIONS
Owner Bonnie (Copp) Tharp has a background in preparing media plans and implementing advertising campaigns for clients that get results. She has spent nearly 30 years in the advertising business, where she has developed and executed campaigns throughout the United States, Europe and the Middle East. Her experience has included eight years as media director for a large agency followed by the creation of her own media buying agency in 1992. Bonnie has also been an adjunct instructor at Wichita State University, teaching media planning, buying and selling.

PROFESSIONAL SUMMARY
Copp Media Services, Inc.
Owner, President
December 1992 to present
Responsibilities include management of the day-to-day operations of the agency, including account service, media planning, media buying and staff leadership. Copp Media Services, Inc. develops media plans and places advertising throughout the United States and world to help clients succeed.

Copp Media Services, Inc. was started by Bonnie Copp in December 1992. The company represented local, regional, national and global businesses, including Cessna Aircraft Company Service Centers, MoJack Distributors and Universal Lubricants. The company has received many awards throughout its more than 20-year history, including Best Media Buying Company and Best Agency. Bonnie has been inducted into the Wichita Media Hall of Fame for her contributions to the advertising community in Wichita, Kansas. Most recently she has also been included in the Wichita American Marketing Association’s Marketer of the Year.

Lida Advertising Company
Media Director
March 1984 to November 1992
• Planned and bought media for the agency’s largest client
• Placed advertising throughout the United States for Residence Inn properties
• Managed the Coca-Cola media account for a four-state area

Taco Tico, Inc.
Media Buyer
February 1983 to February 1984
Responsibilities included media buying for this fast food chain in a three-state area

SKILLS & TRAITS
Persuasive and diplomatic; multi-tasking; experienced researcher; knowledgeable; passionate; determined

COMPUTER SKILLS
Microsoft Word and Excel; STRATA (SBMS & View32)
SUMMARY OF QUALIFICATIONS
Nicole Cooper is a graduate of the University of South Carolina who joined Copp Media Services, Inc. in January 2008. Nicole works both in the account service capacity as well as serves as the media buyer for many agency accounts. She works extensively with clients and media to develop added value promotions that extend media budgets and secure additional exposures of products and services. Her expertise lies in international placements, social media planning and traditional media negotiations.

PROFESSIONAL SUMMARY

Copp Media Services, Inc.  
Vice President, Account Executive  
January 2008 to present
- Identify, develop and evaluate marketing strategies based on established objectives, market characteristics and costs
- Obtain the best advertising rates that fit with the media strategy
- Present alternative strategic and media planning options to clients
- Adjust media schedules in response to current audience data and campaign outcomes
- Manage budgets and maintain advertising records

PMA – Preferred Media Associates for Conseco  
Sales  
June 2007 to December 2007
- Called on policy holders to deliver and explain policies: life, supplemental and Medicare
- Analyzed insurance programs and suggested additions and changes
- Sought new clients and referrals
- Calculated premiums and established contracts
- Assisted policy holders with filing claims
- Explained features, advantages and disadvantages of various policies to promote insurance plan sales
- Contacted underwriter and submitted forms to obtain binder coverage
- Ensured policy requirements were fulfilled, including any necessary medical examinations and the completion of appropriate forms
- Attended meetings, seminars and programs to learn about new products and services as well as learned new skills

EDUCATION
University of South Carolina – Aiken – B.A. Psychology; Minor Sociology & Philosophy

SKILLS & TRAITS
Multi-tasking; personable; writing; critical thinking; negotiating; analytical; resourceful and creative; experienced researcher; experienced presenter; precise

COMPUTER SKILLS
Microsoft Office; Radian6; Sprout Social; Google Analytics; Adobe Photoshop; STRATA (SBMS & View32)
SUMMARY OF QUALIFICATIONS
Brie Anderson joined Copp Media Services, Inc. in May 2017. She completed her internship with Copp Media in the summer of 2015. Brie manages digital advertising and social media as well as search engine optimization work for all agency clients. Her studies and internships have been spent in the digital marketing realm developing strategies to increase the digital footprint of each company with which she has worked.

PROFESSIONAL SUMMARY

Copp Media Services
June 2017 to Present

- Plan and execute SEO strategies
- Planned, created and managed Google AdWords accounts for 20 accounts
- Social Media and Digital competitive analysis
- Content creation for various social media platforms for 5 clients
- Analytical digital reporting and account optimization

Hangout Creative
January 2016 to January 2017

- Planned, created and managed Google AdWords accounts for 10 accounts
- Trained interns on search engine optimization and blogging
- Twitter and Facebook account management for three accounts
- Live event coverage via social media
- Reporting and strategy based on analytical reviews

Aramark
August 2015 to December 2015

- Create and implement social media campaigns
- Analyze and report website and social media traffic
- Content creation for website and social media
- Search engine optimization and keyword research implementation into both social media and website work
- E-mail marketing content creation

Copp Media Services
May 2015 to September 2015

- Google AdWords management accounts for 11 clients
- Creation and presentation of reports for several clients
- Twitter and YouTube campaign management for three clients
- Keyword research and implementation into campaigns
- Search engine optimization to increase ranking for clients

EDUCATION
Western Kentucky University, B.S. Social Media Marketing

SKILLS & TRAITS
Digital and social marketing strategy and campaigns; data analysis, such as customer and market data; ability to adapt, assimilate and learn on the go; proficient communication skills

COMPUTER SKILLS
Microsoft Office; Hootsuite; Wordpress; Google Analytics; Facebook Power Editor; Twitter Ads; Adobe Photoshop; Visual Composer
SUMMARY OF QUALIFICATIONS
Marc brings vast social media experience to the Copp Media team. He has the ability to develop solutions to social media that are “outside of the box”. He doesn’t just take “existing” strategies, he is a pioneer at developing new social media strategies that are unique for the agencies clients. This strategic thinking is what sets him apart from all others.

PROFESSIONAL SUMMARY
Copp Media Services, Inc.
July 2013 – Present
Senior Digital Strategist
• Lead Social Media Optimization efforts.
• Create and maintain Pay-Per-Click Campaigns.
• Monitor social media trends and appropriately apply that knowledge to increase the effectiveness of social media for clients.
• Obtain the best advertising rates for the media strategy.
• Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services.
• Identify, develop, and evaluate marketing strategies based on objectives, market characteristics, and costs.
• Ensure the sales and profitability of products, lines and services, analyzing business developments and monitoring market trends.

Cessna Aircraft
2012 – March 2013
Digital Marketing & Social Media Manager
Responsible for creating a digital presence on social platforms and create a social marketing strategy to target current and future customers. Analyze current customer personas and generate content that not only is specific to their interest but encourages engagement and propels the audience to share.
• Increased Facebook Fans by 412% in eight months (8,000 to 33,000)
• Increased average engagement per post by 750% (120 to 900)
• Built Social Monitoring Command Center

Media Advantages
2004 – 2012
Owner
Starting Media Advantages allowed me to build a skill set that elevates my services above local marketing professionals. I have continued free lance media buying but have become an Internet Marketing Specialist and introducing businesses to social media as a means to develop relationships, address customer service issues and increase sales.
Increased visitors to MidwayMotors.com by 300% in a one year
• Analyze conversations through social monitoring which helped in developing product message and target demographics
• Create and implement new technology ideas such as live video streaming for Cessna
• Develop a digital media strategy Civic Plus to recruit talent and build brand awareness
• Develop media plans and implement media buys
• Analyze and implement tactical approaches to increase search engine rankings
• Research and stay up to date on new internet marketing technologies and social media platforms
SUMMARY OF QUALIFICATIONS
Self-motivated, detail-oriented professional with over 20 years of leadership and administrative experience and more than 18 years of relative marketing and project management background. Broad-based knowledge encompasses practiced integrity, exceptional work ethic and commitment to organizational objectives within a highly competitive and rapidly changing market. Proactive manager, team builder and tactical planner with ability to attract and secure key players in building strong and lasting internal and external business relationships by demonstrating exceptional communication and trust. Highly pronounced analytics with continual application through strategy and development.

PROFESSIONAL SUMMARY
Copp Media Services, Inc.  
Senior Media Buyer, Research Analyst  
August 2011 to present
- Acquire desirable time slots and media space for clients based upon campaign goals and objectives
- Constitute and foster relationships with clients and sales representatives
- Secure advertising rates that support client goals and campaign strategies
- Present alternative strategic and media planning options to clients
- Build and implement media schedules as well as modify media schedules, accounting for market demands and availability
- Maintain advertising records and manage spending
- Research market trends, pricing and rates as well as procure competitive information for clients

United States Air Force, KSANG  
Unit Deployment & Relocations Manager  
July 1996 to July 2004
- Manage all processes relating to unit deployment including determining required training and/or certification needs and primary deployment planning and scheduling. Maintain and update individual’s records and create new databases with member information
- Analyze work processes to develop better strategies, improve efficiency, and organize workflow to promote better time management for airmen
- Schedule and deliver briefings on deployment processes and training
- Provide leadership for personnel, including training, coaching, and developing
- Prepare and distribute correspondence concerning deployment issues, procedures, member records, and member information as
- Develop and analyze reports for researching member activity and training to effectively schedule necessary training as well as deployment needs

EDUCATION
Webster University – M.B.A. and Friends University – B.S. Business Management

SKILLS & TRAITS
Critical thinking; writing; research; negotiating; relationship building; resourceful and analytical

COMPUTER SKILLS
Microsoft Office; Salesforce; Smartdesk; Adobe Photoshop; STRATA (SBMS & View32)
SUMMARY OF QUALIFICATIONS
Lisa Bryant is a graduate of Colorado State University who joined Copp Media Services, Inc. in October 2016. Lisa works as traffic coordinator, co-op management and office support. She works with clients and vendors to facilitate traffic flow and order processing.

PROFESSIONAL SUMMARY
Copp Media Services, Inc. Traffic Coordinator
October 2016 to present
• Maintain client order schedules to facilitate on-time delivery of creative to vendors
• Process client orders
• Maintain office environment and supplies
• Assist accounting processes

Scott Rice Promotional Products and Apparel Project Coordinator
2010 to September 2016
• Project coordinator and office management for promotional products and advertising specialties
• Responsible for, quality control, purchasing, invoicing, customer service
• Created and modified client promotional graphics
• Interface between sales staff, supplier, client and bookkeeping to facilitate order processing

EDUCATION
Colorado State University – B.S. Electrical Engineering, Minor Mathematics & Computer Science

SKILLS & TRAITS
Multi-tasking; personable; organized; writing; analytical; resourceful; experienced researcher

COMPUTER SKILLS
Microsoft Office; Adobe Photoshop & Illustrator; CorelGraphics, STRATA (SBMS)
SUMMARY OF QUALIFICATIONS
Business professional with proven abilities in accounting, human resources, and customer service.

PROFESSIONAL SUMMARY

Copp Media Services, Inc.  
Business Manager  
March 2016 to present
• Oversee the financial operations of the day to day business to ensure a profit
• Injects positive attitudes to the employees to create a better work environment and a prosperous company
• Maintain all aspects of Human Resources; Employee records, process payroll, and year-end tax reporting
• Accurately executes invoicing, purchasing, accounts payable and bank deposits

American Fun Food/Office Plus of Ks/Scott Rice Office Interiors  
Office Manager  
January 2012 – February 2016
• Managed accounts receivables for three companies
• Setup new customers and verify credit references
• Handled accounts receivable collections
• Process credit card transactions and daily bank deposits
• Reconcile discrepancies on customer accounts
• Accurately executes invoicing, purchasing and quotations
• Generates daily, weekly, and monthly reports for management
• Keep employee records up to date including new hire documentation
• Prepare timesheets, process, and pay 50 employees for bi-weekly and semi-monthly payrolls
• Prepare and submit payments for federal forms, retirement funds and garnishments

Perm-A-Store  
Administrator/Customer Service  
January 1990 – November 2011
• Managed company receivable, payable and bank reconciliations
• Maintains record keeping procedures
• Develops customers relationship, rapport, and trust
• Communicate with clients world-wide
• Represented company at industry related trade shows
• Scheduled inbound and outbound shipments for LTL and ocean containers world-wide
• Accurately executed invoicing, purchasing and quotations.

EDUCATION
Attended Wichita State University – General Studies
Graduated Wichita East High School

SKILLS & TRAITS
Communication skills, honesty, technical competence, work ethic, flexible, determination and persistence, problem solver and loyal

COMPUTER SKILLS
Microsoft Office, Quick Books Software, Peachtree Software and DDMS Software