
UNIVERSITY CONTRACT AWARD

COMMODITY: Master Agreement for Media Services
CONTRACT#: UC-15-JL060414

For: University of Connecticut, University of Connecticut Health, and the Connecticut Colleges Purchasing Group

BREIF SUMMARY OF CONTRACT TERMS:

- A. Using agencies shall issue either individual purchase orders or a blanket purchase order for media services citing contract number UC-15-JL060414.
- B. All engagements require a mutually agreed upon Statement of Work, for which an example is included with the Master Agreement as Attachment A.
- C. The term of this contract shall be from September 1, 2014 through August 31, 2015 with the option to renew for four (4) additional one-year (1) periods.

1st Extension	9/1/2015 to 8/31/2016	
2nd Extension	9/1/2016 to 8/31/2017	
3rd Extension	9/1/2017 to 8/31/2018	
4th Extension	9/1/2018 to 8/31/2019	Final

- D. This contract scope includes three types of service: traditional media services which includes client meetings, media research and analysis, strategic media planning, media placement and negotiation, negotiated added value, traffic of creative, post-buy analysis, media billing and invoice payments and invoice reconciliation; online media services which includes client meetings, online analysis and research, strategic planning, placement and negotiation, traffic of creative, monitoring, schedule optimization, standard campaign performance reports (such as website name, flight dates, ad impressions delivered, and click/ click-through rates); and customized reports and/or additional information for online media services. Please contact Joseph Lastrina at the below telephone or via email to secure a copy of the Master Agreement.
 - E. Fee model: traditional media buys are billed at net rates, with an 8% fee billed based on Gross Media Dollars; online media buys are billed at net rates, with a 15% fee billed based on Gross Media Dollars.
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AWARDEE INFORMATION

Communications Corp. of CT, Inc. dba Makiaris Media Services

306 Industrial Park Road, Suite 101
Middletown, CT 06457

Contact: Irene Makiaris
Phone: (860) 854-6380
Fax: (860) 632-1294
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Payment Terms: Net 20 days

Buyer:

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