

Media Campaign

Issue Date: 2/2/2012

Description:

The New York State Office of Temporary and Disability Assistance (OTDA) intends to purchase media related services in order to modify voiceovers and scripts in a National Media Campaign sponsored by the United States Department of Agriculture (USDA) Food and Nutrition Services (FNS). The modifications will accentuate the New York State Food Stamp Program and also add information about New York's internet portal, www.myBenefits.ny.gov. A formal competitive process is not feasible, as this is a one-time only opportunity and the OTDA has no choice but to procure the modification services from GMMB, Inc., which is the advertising agency that the USDA FNS contracts with for their National Media Campaign radio creative development, recording, and advertising.

Minority Sub-Contracting Goal: n/a%

Women Owned Sub-Contracting Goal: n/a%

Due Date: n/a

Consistent with Chapter 862 of the Laws of 1990, the agency named below requested an exemption from initially publishing this contract opportunity in the procurement opportunities newsletter, i.e., the NYS Contract Reporter. In accordance with Section 144(2)(e) of the Economic Development Law, the Office of the State Comptroller has granted the exemption.

Contract Term: n/a

Location: New York

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