



**Counter-Marketing Campaign – Media Buyer Contract**

**A. (Section M- Supporting Documentation):**

All information provided and completed

Yes or No

If “No”, circle missing items, & state the corrections needed in comment space provided.

1. Bid Bond
2. Performance Bond
3. Conflict of Interest Statement
4. Payment Address
5. Proof of Insurance
6. W-9 Form

Comments: \_\_\_\_\_  
 \_\_\_\_\_

**B. Past Performance & Experience Requirements: Total Points – 30**

Consider Contractor Profile, Contract Performance and Development Capabilities.

Rating	Point Choices
Poor	0-7
Fair	8 -15
Good	16 - 23
Excellent	24 - 30

Grant Reviewer’s Score: \_\_\_\_\_ /30 maximum

Rationale: \_\_\_\_\_  
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**C. Personnel Requirements: Total Points - 15**

Consider Staffing Plan, and Personnel Profile Summaries

<b>Rating</b>	<b>Point Choices</b>
Poor	1- 3
Fair	4 - 7
Good	8 - 11
Excellent	12 - 15

Grant Reviewer's Score: \_\_\_\_\_ /15 maximum

Rationale: \_\_\_\_\_  
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**D. Proposed Activities to Meet Program Requirements: Total Points – 35**  
Consider Work Plan & Work Schedule

<b>Rating</b>	<b>Point Choices</b>
Poor	0 - 8
Fair	9 - 17
Good	18 - 26
Excellent	27 - 35

Grant Reviewer's Score: \_\_\_\_\_ /35 maximum

Rationale: \_\_\_\_\_  
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**E. Reporting Requirements: Total Points – 10**

Consider Periodic and Final Reports to ODH & Financial Management Plan

<b>Rating</b>	<b>Point Choices</b>
Poor	0 - 2
Fair	3 - 5
Good	6 - 8
Excellent	9 - 10

Grant Reviewer's Score: \_\_\_\_\_ / 10 maximum

Rationale: \_\_\_\_\_  
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**F. Cost: Total Points – 10**

Consider costs identified in percentage form, & reasonable bid offered in relation to work.

<b>Rating</b>	<b>Point Choices</b>
Poor	0 - 2
Fair	3 - 5
Good	6 - 8
Excellent	9 - 10

Grant Reviewer's Score: \_\_\_\_\_ /10 maximum

Rationale: \_\_\_\_\_  
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