

FIELD PURCHASE ORDER

STD - 182 REV. 10/06

PAGE	OF	SHOW THIS NUMBER ON	
<input type="checkbox"/> 310	<input type="checkbox"/> 320	<input type="checkbox"/> INVOICE	<input type="checkbox"/>
DOCUMENT NO.			
FL		540067	
DATE PREPARED		DELIVERY DATE	
6/25/2009			
NAME & TELEPHONE NO. OF PERSON TO CONTACT REGARDING ORDER			
FUNDS AVAILABLE (SIGNATURE & TITLE)			
TREASURY COMPTROLLER			
VENDOR'S FED. ID./SOC. SEC. NO. (CIRCLE ONE AND PROVIDE NUMBER)		PURCHASING AUTH. NO.	
Vendor #002223			
		DATE CONTRACT EXPIRES	

Vendor: Please supply the following. See reverse side for additional provisions.

SHIP TO (FOB DESTINATION UNLESS SPECIFIED OTHERWISE)
 PA State Treasury
 Bureau of TAP
 nowU PA 529 Guaranteed Savings Plan
 901 North 7th Street
 Rear building
 Harrisburg, PA 17102-1413

BILL TO (PROVIDE ORIGINAL AND TWO COPIES OF ITEMIZED INVOICE)
 PA State Treasury
 Comptroller's Office
 Room 113 Finance Building
 Harrisburg, PA 17120

VENDOR'S NAME & BUSINESS ADDRESS
Neiman Group
614 North Front Street
Harrisburg, PA 17101-1057

VENDOR'S REMITTANCE ADDRESS
[REDACTED]

VENDOR'S FED. ID./SOC. SEC. NO. (CIRCLE ONE AND PROVIDE NUMBER)
[REDACTED] Vendor #002223

PURCHASING AUTH. NO.
[REDACTED]

DATE CONTRACT EXPIRES

ITEM NO.	CONTRACT NO.	COMMODITY CODE NO., ARTICLE AND DESCRIPTION (SHOW SPECIFICATION NUMBER AND EFFECTIVE DATE, IF ANY)	QUANTITY	UNIT	UNIT PRICE	AMOUNT
		Advertising support provided by Neiman Group to promote the nowU college Savings program Contract not to exceed \$928,013.00 (Per-Payment reflects 5% discount)				\$928,013.00
TOTAL						\$928,013.00

ITEM NO.	FUND	DEPT	APP	YR	LDG	ORG	COST FUNCTION	OBJ	AMOUNT OF ENCUMBRANCE	PRE-ENCUMBRANCE NUMBER	AMOUNT OF PRE-ENC. LIQUIDATED
	001	03	023	08	01	0500		006	\$377,259.89		
	143	03	042	08	01	0500		006	\$550,753.11		
								TOTAL	\$928,013.00		

CODED	PRE-AUDIT	POSTED	
-------	-----------	--------	--

BUREAU CONTRACTOR
 TREASURY
 PROCUREMENT
 COMPTROLLER

JUN 26 2009
 COMPTROLLERS OFFICE

PLANNING BUDGET

Tactic	Agency Time	Third Party	
Planning	\$30,000	\$2,000	
Concept/Creative Development: Includes concepting and development of all campaign elements that include: sweepstakes concept, one :60 sec radio spot, finalize name/logo, e-mail and direct mail blasts, on-line banner ads, landing page design, digital brand marketing pilot, robo-call copy and client presentations and revisions	\$84,500		
Radio Production	\$16,900	\$8,000	
Landing Page Logistics	\$5,200	\$5,000	
Digital Brand Marketing Pilot to include a broadcast ready video that can also be cut to :30 sec	\$7,500	\$80,000	
TV: PSA with the Treasurer	\$5,200	\$5,000	
On-line Banner Ad Development of three designs	\$5,200	\$5,000	
Sweepstakes Dev and Management	\$44,200	\$5,000	
Scholarships: one \$5,000 and four \$1,000			\$35,000
Misc. Third Party		\$3,000	
Direct Mail Printing: Total Quantity of 500,000. Stock: 100# Dull Cover Ink: 5/5 Process + Spot Dull Aqueous Trim, prep and certify list Includes ink jetting addressing and mail processing 3 separate mail drops @ \$.08/piece	\$13,000	\$100,000	
Postage @ \$.27/piece for qty. 500,000		\$337,500	
Photography/Misc third party charges		\$15,000	
E-mail Blast: Qty. 500,000 Three separate e-mail blasts	\$1,950	\$5,505	
PR Budget: Promotion of the sweepstakes	\$45,000	\$15,000	
Minority Outreach		\$100,000	
Phones		\$10,000	
Harmelin Data		\$120,000	
TOTAL	\$258,650	\$816,005	
Grand Total		\$1,074,655	
GRAND Grand Total		\$1,074,655	

Contract Budget

SERVICES	Agency Time	Third Party
Neiman Group Marketing/PR Consulting	\$258,650	
Pre-June 30 Expenses	\$40,000	\$1,540
Post June 30	\$218,650	
Prepayment Discount-5%	\$10,933	
Net Neiman Group	\$207,718	
Sweepstakes Dev and Management		\$5,000

Minority Outreach		\$100,000	
Gross 3rd Party Services		\$105,000	
3rd Party Pre-payment Discount 5%		\$5,250	
Net 3rd Party Services		\$99,750	
GOODS			
Radio Production		\$8,000	
TV spot Production		\$80,000	
Landing Page Logistics		\$5,000	
TV: PSA with the Treasurer		\$5,000	
On-line Banner Ad Development of three designs		\$5,000	
Scholarships: one \$25,000 and four \$2500			35000*
Misc. Third Party		\$3,000	
Direct Mail Printing: Total Quantity of 500,000. Stock: 100#			
Dull Cover			
Ink: 5/5 Process + Spot Dull Aqueous			
Trim, prep and certify list			
Includes ink jetting addressing and mail processing			
3 separate mail drops @ \$.08/piece		\$100,000	
Postage @ \$.27/piece for qty. 500,000		\$337,500	
Photography/Misc third party charges		\$15,000	
E-mail Blast: Qty. 500,000			
Three separate e-mail blasts		\$5,505	
PR Budget: Promotion of the sweepstakes		\$15,000	
Neiman 3rd Party Expenses for Goods		\$579,005	
Harmelin Expenses			
Service- Phones		\$10,000	
Service-e-mail		\$45,000	
Goods- Data		\$75,000	
Service Discount		\$2,750	
Harmelin Commission		\$4,104	
Commission Discount- 5% of goods commission		\$131	
Gross Harmelin		\$134,104	
Net Harmelin		\$131,223	
Pre June 30- NG	\$40,000	\$1,540	
Post June 30			
Services- Neiman Net	\$207,718	\$99,750	
Goods- Neiman		\$579,005	
Harmelin net		\$131,223	
GRAND TOTAL	\$247,718	\$809,978	\$1,057,695

FIELD PURCHASE ORDER

STD-102 REV 1006

Vendor: Please supply the following. See reverse side for additional provisions.

SHIP TO (FOB DESTINATION UNLESS SPECIFIED OTHERWISE) PA State Treasury Bureau of TAP nowU PA 529 Guaranteed Savings Plan 901 North 7th Street Rear building Harrisburg, PA 17102-1413		BILL TO (PROVIDE ORIGINAL AND TWO COPIES OF ITEMIZED INVOICE) PA State Treasury Comptroller's Office Room 113 Finance Building Harrisburg, PA 17120		PAGE 1 OF 1 <input type="checkbox"/> 310 SHOW THIS NUMBER ON INVOICE <input type="checkbox"/> 320 DOCUMENT NO. FL 539970 DATE PREPARED: 6/2/2009 DELIVERY DATE: NAME & TELEPHONE NO. OF PERSON TO CONTACT REGARDING ORDER: [REDACTED]	
VENDOR'S NAME & BUSINESS ADDRESS Neiman Group 614 North Front Street Harrisburg, PA 17101-1057		VENDOR'S REMITTANCE ADDRESS [REDACTED]		FUNDS AVAILABLE (SIGNATURE & TITLE): [REDACTED]	
VENDOR'S FED TO / SOC SEC NO. (CIRCLE ONE AND PROVIDE NUMBER) [REDACTED] Vendor #002223		PURCHASING AUTH. NO.		DATE CONTRACT EXPIRES	

ITEM NO.	COMMODITY CODE NO., ARTICLE AND DESCRIPTION (SHOW SPECIFICATION NUMBER AND EFFECTIVE DATE, IF ANY)	QUANTITY	UNIT	UNIT PRICE	AMOUNT
4600008609 Exp. 8-30-10	Advertising Support by Neiman Group for nowU College Savings Program (to be completed by June 30, 2009) Contract not to exceed \$250,000.00			\$250,000.00	\$250,000.00
001-03-023-08-1 - 377, 259.89					
TOTAL					\$250,000.00

ITEM NO.	FUND	DEPT	APP	YR	LDG	ORG	COST FUNCTION	OBJ.	AMOUNT OF ENCUMBRANCE	PRE-ENCUMBRANCE NUMBER	AMOUNT OF PRE-ENC. LIQUIDATED
	001	03	023	08	01	0500		325	\$250,000.00		

CODED: APR 08-0931 PRE-AUD: [REDACTED] 6/2/09 POSTED: [REDACTED]

- BUREAU CONTRACTOR
 TREASURY COMPTROLLER
 PROCUREMENT

ENTERED IN LOG

PLANNING BUDGET

Tactic	Agency Time	Third Party DR Adds
Planning	\$30,000	\$2,000
Concept/Creative Development: Includes concepting and development of all campaign elements that include: sweepstakes concept, one :60 sec radio spot, finalize name/logo, e-mail and direct mail blasts, on-line banner ads, landing page design, digital brand marketing pilot, robo-call copy and client presentations and revisions	\$84,500	
Radio Production	\$16,900	\$8,000
Landing Page Logistics	\$5,200	\$5,000
Digital Brand Marketing Pilot to include a broadcast ready video that can also be cut to :30 sec	\$7,500	\$80,000
TV: PSA with the Treasurer	\$5,200	\$5,000
On-line Banner Ad Development of three designs	\$5,200	\$5,000
Sweepstakes Dev and Management	\$44,200	\$5,000
Scholarships: one \$5,000 and four \$1,000		\$35,000
Misc. Third Party		\$3,000
Direct Mail Printing: Total Quantity of 500,000. Stock: 100# Dull Cover Ink: 5/5 Process + Spot Dull Aqueous Trim, prep and certify list Includes ink jetting addressing and mail processing 3 separate mail drops @ \$.08/piece	\$13,000	\$100,000
Postage @ \$.27/piece for qty. 500,000		\$337,500
Photography/Misc third party charges		\$15,000
E-mail Blast: Qty. 500,000 Three separate e-mail blasts	\$1,950	\$5,505
PR Budget: Promotion of the sweepstakes	\$45,000	\$15,000
Minority Outreach		\$100,000
Phones		\$10,000
Harmelin Data		\$120,000
TOTAL	\$258,650	\$851,005
Grand Total		\$1,109,655
GRAND Grand Total		\$1,109,655

Contract Budget

SERVICES	Agency Time	Third Party
Neiman Group Marketing/PR Consulting	\$228,650	
Pre-June 30 Expenses	\$40,000	\$1,540
Post June 30	\$188,650	
Prepayment Discount-5%	\$9,433	
Net Neiman Group	\$179,218	
Sweepstakes Dev and Management		\$5,000



Minority Outreach		\$100,000	
Gross 3rd Party Services		\$105,000	
3rd Party Pre-payment Discount 5%		\$5,250	
Net 3rd Party Services		\$99,750	
GOODS			
Radio Production		\$8,000	
TV spot Production		\$80,000	
Landing Page Logistics		\$5,000	
TV: PSA with the Treasurer		\$5,000	
On-line Banner Ad Development of three designs		\$5,000	
Scholarships: one \$5,000 and four \$1,000		\$35,000	—
Misc. Third Party		\$3,000	
Direct Mail Printing: Total Quantity of 500,000. Stock: 100#			
Dull Cover			
Ink: 5/5 Process + Spot Dull Aqueous			
Trim, prep and certify list			
Includes ink jetting addressing and mail processing			
3 separate mail drops @ \$.08/piece		\$100,000	
Postage @ \$.27/piece for qty. 500,000		\$337,500	
Photography/Misc third party charges		\$15,000	
E-mail Blast: Qty. 500,000			
Three separate e-mail blasts		\$5,505	
PR Budget: Promotion of the sweepstakes		\$15,000	
Neiman 3rd Party Expenses for Goods		\$614,005	
Harmelin Expenses			
Service- Phones		\$10,000	
Service-e-mail		\$45,000	
Goods- Data		\$75,000	
Service Discount		\$2,750	
Harmelin Commission		\$4,104	
Commission Discount- 5% of goods commission		\$131	
Gross Harmelin		\$134,104	
Net Harmelin		\$131,223	
Pre June 30- NG	\$40,000	\$1,540	
Post June 30			
Services- Neiman Net	\$179,218	\$99,750	
Goods- Neiman		\$614,005	
Harmelin net		\$131,223	
GRAND TOTAL	\$219,218	\$844,978	\$1,064,195

579,005

Minority Outreach		\$100,000	
Gross 3rd Party Services		\$105,000	
3rd Party Pre-payment Discount 5%		\$5,250	
Net 3rd Party Services		\$99,750	
GOODS			
Radio Production		\$8,000	
TV spot Production		\$80,000	
Landing Page Logistics		\$5,000	
TV: PSA with the Treasurer		\$5,000	
On-line Banner Ad Development of three designs		\$5,000	
Scholarships: one \$25,000 and four \$2500			35000*
Misc. Third Party		\$3,000	
Direct Mail Printing: Total Quantity of 500,000. Stock: 100#			
Dull Cover			
Ink: 5/5 Process + Spot Dull Aqueous			
Trim, prep and certify list			
Includes ink jetting addressing and mail processing			
3 separate mail drops @ \$.08/piece		\$100,000	
Postage @ \$.27/piece for qty. 500,000		\$337,500	
Photography/Misc third party charges		\$15,000	
E-mail Blast: Qty. 500,000			
Three separate e-mail blasts		\$5,505	
PR Budget: Promotion of the sweepstakes		\$15,000	
Neiman 3rd Party Expenses for Goods		\$579,005	
Harmelin Expenses			
Service- Phones		\$10,000	
Service-e-mail		\$45,000	
Goods- Data		\$75,000	
Service Discount		\$2,750	
Harmelin Commission		\$4,104	
Commission Discount- 5% of goods commission		\$131	
Gross Harmelin		\$134,104	
Net Harmelin		\$131,223	
Pre June 30- NG	\$40,000	\$1,540	<i>Neiman</i>
Post June 30			
Services- Neiman Net	\$207,718	\$99,750	<i>Neiman</i>
Goods- Neiman		\$579,005	<i>Neiman</i>
Harmelin net		\$131,223	<i>Harmelin</i>
GRAND TOTAL	\$247,718	\$809,978	<u>\$1,057,695</u>

PLANNING BUDGET

Tactic	Agency Time	Third Party	
Planning	\$30,000	\$2,000	
Concept/Creative Development: Includes concepting and development of all campaign elements that include: sweepstakes concept, one :60 sec radio spot, finalize name/logo, e-mail and direct mail blasts, on-line banner ads, landing page design, digital brand marketing pilot, robo-call copy and client presentations and revisions	\$84,500		
Radio Production	\$16,900	\$8,000	
Landing Page Logistics	\$5,200	\$5,000	
Digital Brand Marketing Pilot to include a broadcast ready video that can also be cut to :30 sec	\$7,500	\$80,000	
TV: PSA with the Treasurer	\$5,200	\$5,000	
On-line Banner Ad Development of three designs	\$5,200	\$5,000	
Sweepstakes Dev and Management	\$44,200	\$5,000	
Scholarships: one \$5,000 and four \$1,000			\$35,000
Misc. Third Party		\$3,000	
Direct Mail Printing: Total Quantity of 500,000. Stock: 100# Dull Cover Ink: 5/5 Process + Spot Dull Aqueous Trim, prep and certify list Includes ink jetting addressing and mail processing 3 separate mail drops @ \$.08/piece	\$13,000	\$100,000	
Postage @ \$.27/piece for qty. 500,000		\$337,500	
Photography/Misc third party charges		\$15,000	
E-mail Blast: Qty. 500,000 Three separate e-mail blasts	\$1,950	\$5,505	
PR Budget: Promotion of the sweepstakes	\$45,000	\$15,000	
Minority Outreach		\$100,000	
Phones		\$10,000	
Harmelin Data		\$120,000	
TOTAL	\$258,650	\$816,005	
Grand Total		\$1,074,655	
GRAND Grand Total		\$1,074,655	

Contract Budget

SERVICES

	Agency Time	Third Party
Neiman Group Marketing/PR Consulting	\$258,650	
Pre-June 30 Expenses	\$40,000	\$1,540
Post June 30	\$218,650	
Prepayment Discount-5%	\$10,933	
Net Neiman Group	\$207,718	
Sweepstakes Dev and Management		\$5,000