

# Francis Marion University

Purchasing Office  
PO Box 100547  
Florence, SC 29502-0547

## Statement of Award

Posting Date: 08/15/2023

This is a statement of award and serves as acceptance of your offer.

Contractor should not perform work prior to the receipt of a purchase order from Francis Marion University. The University assumes no liability for any expenses incurred prior to the effective date of the contract and issuance of a purchase order.

**Solicitation:** RFP 2419

**Description:** Provide Digital Marketing Services for Francis Marion University

**Issue Date:** 06/08/2023

**Opening Date/Time:** 07/31/2023 at 2 PM EST

**Award Date:** 08/15/2023

**Awarded To:** Name: Nexstar Media, Inc.  
Address: 114-B N. Dargan St.  
Florence, SC 29506

**Evaluated Amount:** All-inclusive cost for Campaign Fees (including but not limited to: Campaign Management Fees, Creative Fees, Analytics and Dashboard Fees, Campaign Discovery Fees, etc.), cost per click for paid search (estimated at 6,500 clicks per month, for seven months), and cost per impression for social (estimated at 100,000 impressions per month, for seven months) as specified by FMU at \$49,000.

Any actual bidder, offeror, contractor, or subcontractor who is aggrieved in connection with the intended award or award of a contract shall protest within ten days of the date notification of award is posted in accordance with the S.C. Consolidated Procurement Code. A protest shall be in writing, shall set forth the grounds of the protest and the relief requested with enough particularity to give notice of the issues to be decided, and must be received by the appropriate Chief Procurement Officer within the time provided. [Section 11-35-4210].

PROTEST – CPO ADDRESS – MMO: Any protest must be addressed to the Chief Procurement Officer, Materials Management Office, and submitted in writing

(a) by email to [protest-mmo@mmo.sc.gov](mailto:protest-mmo@mmo.sc.gov),

(b) by facsimile at 803-737-0639, or

(c) by post or delivery to:

CHIEF PROCUREMENT OFFICER  
MATERIALS MANAGEMENT OFFICE  
1201 MAIN STREET, SUITE 600  
COLUMBIA, S.C. 29201

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**Jennifer D Hester**  
Director of Purchasing