

Forbes contributor inquiry - Important

Adam Andrzejewski

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Cc: Adam Andrzejewski <Adam@openthebooks.com>;

Hi Lori,

I am a contributor at Forbes. I am in the final edits of an editorial regarding oversight of the Oregon state government public relations complex. Within this piece, BPN contracts with the Oregon Lottery are given scrutiny. Please see the draft paragraphs below and our request for comment, context and/or feedback. Your feedback is requested.

In 2013, Borders Perrin and Norrande signed two major contracts with the Lottery. First, a 'Price Agreement' contract allowed BPN to [charge](#) up to \$260 per hour for their 'Creative Director.' The contract [was then amended or extended](#) four times without competition until May 2017. In fact, BPN billed \$200 or more per hour for five additional positions.

BNP's second contract was for 'Media Planning and Buying Services.' This contract allowed BPN to [charge](#) \$140 per hour for 'media planning and buying services,' and even included an extra provision for 'media planning and/or buying commissions.' Here is the BPN commission payout schedule: 8 percent of a media budget between \$3 million and \$4.99 million, 7 percent between \$5 million and \$7.99 million, and 5 percent on \$8 million plus.

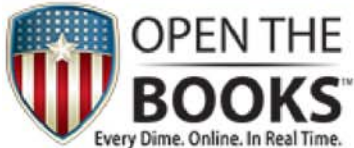
REQUEST FOR CONTEXT, COMMENT/FEEDBACK:

Since 2013, Borders Perrin and Norrande signed two major Oregon Lottery contracts. Within these contracts, six positions allowed BPN to bill from \$200 - \$260 per hour. Please help our readers understand the economics of why BPN charges a state agency these rates. Please help our readers understand the economics of why BPN charges a state agency a media buying/planning commission on the media budget. Thank you.

Your context and feedback is important to get your side of the story in our editorial.

Adam

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