

**DEPARTMENT OF MENTAL HEALTH**  
**PERSONAL SERVICE CONTRACT INDEPENDENT**  
**CONTRACTOR**

This Personal Service Contract (“Contract”) is made by and between the Mississippi Department of Mental Health (“DMH”) whose address is 239 North Lamar Street, Suite 1101, Robert E. Lee Building, Jackson, Mississippi 39201 and Trailhead Media, LLC (Contractor), whose address is 401 Central Avenue Laurel MS 39440,

under the following terms and conditions:

1. **Scope of Services**

The Contractor will provide services as specified in the Scope of Services listed in Attachment A.

2. **Contract Term**

The period of performance of services under this Contract shall begin on 04/01/2024 and shall end no later than 03/31/2025, unless this Agreement is terminated pursuant to the provisions described in Paragraph 30 of this Agreement.

3. **Consideration**

As consideration for the performance of this Contract, the Contractor shall be paid an amount not to exceed 265,730.00 in accordance with the terms of this Contract. The services described in Attachment A shall be provided on terms as in the solicitation or negotiation of the parties, where appropriate. Contractor shall submit monthly invoice for services provided in the previous month for approval by the DMH. The invoice shall include: (a) a reference to this Contract (b) Contractor’s taxpayer identification number (c) any other details as the DMH may reasonably request. It is agreed that, in no event, the total compensation paid to Contractor will exceed the specified amount contained in this paragraph.

4. **E-Payment**

Contractor agrees to accept all payments in United States currency via the State of Mississippi’s electronic payment and remittance vehicle. The agency agrees to make payment in accordance with Mississippi law on “Timely Payments for Purchases by Public Bodies,” which generally provides for payment of undisputed amounts by the agency within forty-five (45) days of receipt of invoice. Mississippi Code Annotated § 31-7-301 *et seq.*

5. **Paymode**

Payments by state agencies using the State’s accounting system shall be made and remittance information provided electronically as directed by the State. These payments shall be deposited into the bank account of Contractor’s choice. The State may, at its sole discretion, require Contractor to electronically submit invoices and supporting documentation at any time during the term of this Agreement. Contractor understands and agrees that the State is exempt from the payment of taxes. All payments shall be in United States currency.

6. **Availability of Funds**

It is expressly understood and agreed that the obligation of the DMH to proceed under this Agreement is conditioned upon the appropriation of funds by the Mississippi State Legislature and the receipt of state and/or federal funds. If the funds anticipated for the continuing fulfillment of the agreement are, at any time, not forthcoming or insufficient, either through the failure of the federal government to provide funds or of the State of Mississippi to appropriate funds or the discontinuance or material alteration of the program under which funds were provided or if funds are not otherwise available to the DMH, the DMH shall have the right upon ten (10) working days written notice to the Contractor, to terminate this Agreement without damage, penalty, cost or expenses to the DMH of any kind whatsoever. The effective date of termination shall be as specified in the notice of termination. (MCA Section 27-104- 25(3)). DMH shall have the sole right to determine whether funds are available for the payments or performances due under this Contract.

7. **Representation Regarding Contingent Fees**

Contractor represents that it has not retained a person to solicit or secure a state contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except as disclosed in Contractor's bid or proposal.

8. **Representation Regarding Gratuities**

The bidder, offeror, or Contractor represents that it has not violated, is not violating, and promises that it will not violate the prohibition against gratuities set forth in Section 6-204 (Gratuities) of the *Mississippi Public Procurement Review Board Office of Personal Service Contract Review Rules and Regulations*.

9. **Record Retention and Access to Records**

The Contractor agrees that the DMH or any of its duly authorized representatives at any time during the term of this Agreement shall have unimpeded, prompt access to and the right to audit and examine any pertinent books, documents, papers, and records of the Contractor related to the Contractor's charges and performance under this Agreement. In addition, such records, including, but not limited to, financial records, supporting documents, statistical records and all other records pertinent to the services performed under this Contract shall be maintained and made available to DMH, any state agency authorized to audit DMH, the federal grantor agency, the Comptroller General of the United States or any of their duly authorized representatives. The Contractor agrees to refund to the DMH any overpayment disclosed by any such audit arising out of or related in any way to this contract. All records related to this Agreement shall be kept by the Contractor for a period of three (3) years after final payment under this Agreement and all pending matters are closed, unless the DMH authorizes their earlier disposition. However, if any litigation, claim, negotiation, audit or other action arising out of or related in any way to this Contract has been started before the expiration of the three (3) year period, the records shall be retained for one (1) year after all issues arising out of the action are finally resolved.

10. **Applicable Law**

The contract shall be governed by and construed in accordance with the laws of the State of Mississippi, excluding its conflicts of laws, provisions, and any litigation with respect thereto shall be brought in the courts of the State. Contractor shall comply with applicable federal, state, and local laws and regulations.

11. **Assignment**

The Contractor shall not assign, subcontract, or otherwise transfer in whole or in part, its rights or

obligations under this Contract without prior written consent of the DMH. Any attempted assignment or transfer without said consent shall be void and of no effect.

12. **Compliance with Laws**

The Contractor understands that the DMH is an equal opportunity employer and therefore maintains a policy which prohibits unlawful discrimination based on race, color, creed, sex, age, national origin, physical handicap, disability, genetic information, or any other consideration made unlawful by federal, state, or local laws. All such discrimination is unlawful, and the Contractor agrees during the term of the agreement that the Contractor will strictly adhere to this policy in its employment practices and provision of services. The Contractor shall comply with, and all activities under this Contract shall be subject to, all DMH policies and procedures and all applicable federal, State of Mississippi, and local laws and regulations, as now existing and as may be amended or modified.

13. **Trade Secrets, Commercial and Financial Information**

It is expressly understood that Mississippi law requires that the provisions of this contract which contain the commodities purchased or the personal or professional services provided, the price to be paid, and the term of the contract shall not be deemed to be a trade secret or confidential commercial or financial information and shall be available for examination, copying, or reproduction.

14. **Transparency**

This contract, including any accompanying exhibits, attachments, and appendices, is subject to the "Mississippi Public Records Act of 1983," and its exceptions. See Mississippi Code Annotated §§ 25-61-1 *et seq.* and Mississippi Code Annotated § 79-23-

1. In addition, this contract is subject to the provisions of the Mississippi Accountability and Transparency Act of 2008. Mississippi Code Annotated §§ 27-104-151 *et seq.* Unless exempted from disclosure due to a court-issued protective order, a copy of this executed contract is required to be posted to the Department of Finance and Administration's independent agency contract website for public access at <http://www.transparency.mississippi.gov>. Information identified by Contractor as trade secrets, or other proprietary information, including confidential vendor information or any other information which is required confidential by state or federal law or outside the applicable freedom of information statutes, will be redacted.

15. **E-Verification**

If applicable, Contractor represents and warrants that it will ensure its compliance with the Mississippi Employment Protection Act of 2008 and will register and participate in the status verification system for all newly hired employees. Mississippi Code Annotated §§ 71-11-1 *et seq.* The term "employee" as used herein means any person that is hired to perform work within the State of Mississippi. As used herein, "status verification system" means the Illegal Immigration Reform and Immigration Responsibility Act of 1996 that is operated by the United States Department of Homeland Security, also known as the E-Verify Program, or any other successor electronic verification system replacing the E-Verify Program. Contractor agrees to maintain records of such compliance. Upon request of the State and after approval of the Social Security Administration or Department of Homeland Security when required, Contractor agrees to provide a copy of each such verification. Contractor further represents and warrants that any person assigned to perform services hereafter meets the employment eligibility requirements of all immigration laws. The breach of this agreement may subject Contractor to the following:

(1) termination of this contract for services and ineligibility for any state or public contract in

Mississippi for up to three (3) years with notice of such cancellation/termination being made public;

- (2) the loss of any license, permit, certification, or other document granted to Contractor by an agency, department, or governmental entity for the right to do business in Mississippi for up to one (1) year; or,
- (3) both. In the event of such cancellation/termination, Contractor would also be liable for any additional costs incurred by the State due to Contract cancellation or loss of license or permit to do business in the State.

16. **Independent Contractor**

The Contractor shall perform all services as an Independent Contractor and shall at no time act as an agent for the DMH. No act performed, or representation made, whether oral or written, by the Contractor with respect to third parties shall be binding on the DMH. Neither the Contractor nor its employees shall, under any circumstances, be considered servants, agents, or employees of the DMH; and the DMH shall no time be legally responsible for any negligence or other wrongdoing by the Contractor, its servants, agents, or employees. It is expressly understood and agreed that DMH enters into this Contract with Contractor based on the procurement of professional services and not based on an employer-employee relationship. For all purposes under this Contract, it is understood that the consideration expressed herein constitutes full and complete compensation for all services and performances hereunder, and that any sum due and payable to Contractor shall be paid as a gross sum with no withholdings or deductions being made by DMH for any purpose from said Contract sum. Contractor accepts exclusive responsibility for the payment of Federal Income Tax, State tax, Social Security, and any other withholdings that may be required.

Contractor represents that it is qualified to perform the duties to be performed under this Contract and that it has, or will secure, if needed, at its own expense, applicable personnel who shall be qualified to perform the duties required under this Contract. Such personnel shall not be deemed in any way, directly or indirectly, expressly or by implication, to be employees of DMH. Any person assigned by Contractor to perform the services hereunder shall be the employee of Contractor, who shall have the sole right to hire and discharge its employee. DMH may, however, direct Contractor to replace any of its employees under this Contract. Contractor will be responsible for the behavior of all its employees and subcontractors while on the premises if any DMH location. Any employee or subcontractor of Contractor acting in a manner determined by the administration of that location to be detrimental, abusive, or offensive to any of the staff will be asked to leave the premises and may be suspended from further work on the premises. All employees and subcontractors of Contractor who will be working at such locations shall be covered by Contractor's comprehensive general liability insurance policy. Contractor shall pay when due, all salaries and wages of its employees and it accepts exclusive responsibility for the payment of federal income tax, state income tax, social security, unemployment compensation and any other withholdings that may be required. Neither Contractor nor its employees are entitled to state retirement or leave benefits.

17. **Modification or Renegotiation**

This Agreement may be modified, altered, or changed only by written agreement signed by the parties hereto. The parties agree to renegotiate the agreement if federal, state and/or the DMH revisions of any applicable laws or regulations make changes in this Contract necessary.

18. **Procurement Regulations**

The contract shall be governed by the applicable provisions of the *Mississippi Public Procurement Review Board Office of Personal Service Contract Review Rules and Regulations*, a copy of which is available at 501 North West Street, Suite 701E, Jackson, Mississippi 39201 for inspection, or downloadable at <http://www.DFA.ms.gov>.

19. **Ownership of Documents and Work Papers**

The DMH shall own all documents, files, reports, work papers and working documentation, electronic or otherwise, whether completed or in progress, created in connection with the Project, which is the subject of this Contract, except for the Contractor's internal administrative and quality assurance files and internal project correspondence. The Contractor shall deliver such documents and work papers to the DMH upon termination or completion of the Contract. The foregoing notwithstanding, the Contractor shall be entitled to retain a set of such work papers for its files. The Contractor shall be entitled to use such work papers only after receiving written permission from the DMH and subject to any copyright protections.

20. **Indemnification**

To the fullest extent allowed by law, the Contractor shall indemnify, defend, save and hold harmless, protect, and exonerate the DMH, its officers, employees, agents, and representatives, and the State of Mississippi from and against all claims, demands, liabilities, suits, actions, damages, losses, and costs of every kind and nature whatsoever, including, without limitation, court costs, investigative fees and expenses, and attorneys' fees, and claims for damage arising out of or caused by the Contractor and/or its partners, principals, agents, employees and/or subcontractors in the performance of or failure to perform this Contract.

21. **Third Party Action Notification**

The Contractor shall notify DMH in writing within five (5) business days of its receipt of liquidation or receivership proceedings or within five (5) business days of its receipt of notification of any action or suit being filed or any claim being made against Contractor or DMH by any entity that may result in litigation related in any way to this Contract and/or which may affect the Contractors performance under this Contract. Failure of the Contractor to provide such written notice to DMH shall be considered a material breach of this Contract and the DMH may, at its sole discretion, pursue its rights as set forth in the Termination clauses herein and any other remedies it may have at law or in equity.

22. **Notices**

All notices required or permitted to be given under this Contract must be in writing and personally delivered or sent by facsimile provided that the original of such notice is sent by certified United States mail postage prepaid, return receipt requested, or overnight courier with signed receipt, to the party to whom the notice should be given at the address set forth below. Notice shall be deemed given when actually received or when refused. The parties agree to promptly notify each other in writing of any change of address.

For the Contractor:

Steve Price

Regional Sales Manager

Trailhead Media, LLC

401 Central Avenue

Laurel

MS

39440-3983

For DMH:

Lisa Wallace, Contract Coordinator

Mississippi Department of Mental Health

239 North Lamar Street, Suite 1104

Jackson, Mississippi 39201

23. **Severability**

If any term or provision of this Contract is prohibited by the laws of this State of Mississippi or declared invalid or void by a court of competent jurisdiction, the remainder of this Contract shall not be affected thereby, and each term and provision of this Contract shall be valid and enforceable to the fullest extent permitted by law.

24. **Change in Scope of Work**

The Mississippi Department of Mental Health may order changes in the work consisting of additions, deletions, or other revisions within the general scope of the contract. No services may be changed, no changes to the amount of compensation to the Contractor or other adjustments to the contract, unless such changes or adjustments have been made by written amendment to the contract signed by the Mississippi Department of Mental Health and the Contractor.

If the Contractor believes that any particular work is not within the scope of the project, is a material change, or will otherwise require more compensation to the Contractor, the Contractor must immediately notify the Mississippi Department of Mental Health in writing of this belief. If the Mississippi Department of Mental Health believes that the particular work is within the scope of the contract as written, the Contractor will be ordered to and shall continue with the work as changed and at the cost stated for the work within the scope.

25. **Failure to Enforce**

Failure by the DMH, at any time, to enforce the provisions of the Contract shall not be construed as a waiver of any such provisions. Such failure to enforce shall not affect the validity of the Contract or any part thereof or the right of the DMH to enforce any provision at any time in accordance with its terms.

26. **Conflict of Interest**

Contractor shall notify the DMH of any potential conflict of interest resulting from the representation of or service to other clients. If such conflict cannot be resolved to the DMH's satisfaction, the DMH reserves the right to terminate this Contract.

27. **Sovereign Immunity**

By entering into this Contract with Contractor, the State of Mississippi does, in no way, waive its

sovereign immunities or defenses, as provided by law.

28. **Confidential Information**

Contractor shall treat all DMH data and information to which it has access by its performance under this Contract as confidential and shall not disclose such data or information to a third party without specific written consent of DMH. In the event that Contractor receives notice that a third-party requests divulgence of confidential or otherwise protected and/or has served upon it a subpoena or other validly issued administrative or judicial process ordering divulgence of such information, Contractor shall promptly inform the DMH and thereafter respond in conformity with such subpoena to the extent mandated by state and/or federal laws, rules and regulations. This Article shall survive termination or completion of this Contract and shall continue in full force and effect and shall be binding upon the Contractor and its agents, employees, successors, assigns, subcontractors or any party or entity claiming an interest in this Contract on behalf of, or under the rights of the Contractor following any termination or completion of this Contract.

29. **Stop Work Order**

(1) *Order to Stop Work:* The Procurement Officer, may, by written order to Contractor at any time, and without notice to any surety, require Contractor to stop all or any part of the work called for by this contract. This order shall be for a specified period not exceeding 90 days after the order is delivered to Contractor unless the parties agree to any further period. Any such order shall be identified specifically as a stop work order issued pursuant to this clause. Upon receipt of such an order, Contractor shall forthwith comply with its terms and take all reasonable steps to minimize the occurrence of costs allocable to the work covered by the order during the period of work stoppage. Before the stop work order expires, or within any further period to which the parties shall have agreed, the Procurement Officer shall either:

(a) cancel the stop work order; or,

(b) terminate the work covered by such order as provided in the Termination for Default clause or the Termination for Convenience clause of this contract.

(2) *Cancellation or Expiration of the Order:* If a stop work order issued under this clause is canceled at any time during the period specified in the order, or if the period of the order or any extension thereof expires, Contractor shall have the right to resume work. An appropriate adjustment shall be made in the delivery schedule or Contractor price, or both, and the contract shall be modified in writing accordingly, if:

(a) the stop work order results in an increase in the time required for, or in Contractor's cost properly allocable to, the performance of any part of this contract; and,

(b) Contractor asserts a claim for such an adjustment within 30 days after the end of the period of work stoppage; provided that, if the Procurement Officer decides that the facts justify such action, any such claim asserted may be received and acted upon at any time prior to final payment under this contract.

(3) *Termination of Stopped Work:* If a stop work order is not canceled and the work covered by such order is terminated for default or convenience, the reasonable costs resulting from the stop work order shall be allowed by adjustment or otherwise.

(4) *Adjustments of Price*: Any adjustment in contract price made pursuant to this clause shall be determined in accordance with the Price Adjustment clause of this contract.

30. **Termination**

The DMH may terminate this Contract with or without cause upon ten (10) days written notice to the Contractor. The Contractor may terminate this Contract with cause upon thirty (30) days written notice to the DMH.

A. Termination for Convenience:

(1) *Termination*. The DMH Executive Director or designee may, when the interests of the State so require, terminate this contract in whole or in part, for the convenience of the State. The DMH Executive Director or designee shall give written notice of the termination to Contractor specifying the part of the contract terminated and when termination becomes effective.

(2) *Contractor's Obligations*. Contractor shall incur no further obligations in connection with the terminated work and on the date set in the notice of termination Contractor will stop work to the extent specified. Contractor shall also terminate outstanding orders and subcontracts as they relate to the terminated work. Contractor shall settle the liabilities and claims arising out of the termination of subcontracts and orders connected with the terminated work. The DMH Executive Director or designee may direct Contractor to assign Contractor's right, title, and interest under terminated orders or subcontracts to the State.

Contractor must still complete the work not terminated by the notice of termination and may incur obligations as are necessary to do so.

B. Termination for Default

(1) *Default*. If Contractor refuses or fails to perform any of the provisions of this contract with such diligence as will ensure its completion within the time specified in this contract or any extension thereof, or otherwise fails to timely satisfy the contract provisions, or commits any other substantial breach of this contract, the DMH Executive Director or designee may notify Contractor in writing of the delay or nonperformance and if not cured in ten (10) days or any longer time specified in writing by the DMH Executive Director or designee, such officer may terminate Contractor's right to proceed with the contract or such part of the contract as to which there has been delay or a failure to properly perform. In the event of termination in whole or in part, the DMH Executive Director or designee may procure similar supplies or services in a manner and upon terms deemed appropriate by the DMH Executive Director or designee. Contractor shall continue performance of the contract to the extent it is not terminated and shall be liable for excess costs incurred in procuring similar goods or services.

(2) *Contractor's Duties*. Notwithstanding termination of the contract and subject to any directions from the procurement officer, Contractor shall take timely, reasonable, and necessary action to protect and preserve property in the possession of Contractor in which the State has an interest.

(3) *Compensation*. Payment for completed services delivered and accepted by the State shall be at the contract price. The State may withhold from amounts due Contractor such sums as the DMH



Executive Director or designee deems to be necessary to protect the State against loss because of outstanding liens or claims of former lien holders and to reimburse the State for the excess costs incurred in procuring similar goods and services.

- (4) *Excuse for Nonperformance or Delayed Performance.* Except with respect to defaults of subcontractors, Contractor shall not be in default by reason of any failure in performance of this contract in accordance with its terms (including any failure by Contractor to make progress in the prosecution of the work hereunder which endangers such performance) if Contractor has notified the DMH Executive Director or designee within 15 days after the cause of the delay and the failure arises out of causes such as: acts of God; acts of the public enemy; acts of the State and any other governmental entity in its sovereign or contractual capacity; fires; floods; epidemics; quarantine restrictions; strikes or other labor disputes; freight embargoes; or unusually severe weather. If the failure to perform is caused by the failure of a subcontractor to perform or to make progress, and if such failure arises out of causes similar to those set forth above, Contractor shall not be deemed to be in default, unless the services to be furnished by the subcontractor were reasonably obtainable from other sources in sufficient time to permit Contractor to meet the contract requirements. Upon request of Contractor, the DMH Executive Director or designee shall ascertain the facts and extent of such failure, and, if such officer determines that any failure to perform was occasioned by any one or more of the excusable causes, and that, but for the excusable cause, Contractor's progress and performance would have met the terms of the contract, the delivery schedule shall be revised accordingly, subject to the rights of the State under the clause entitled "Termination for Convenience" in fixed price contracts and "Termination" in cost-reimbursement contracts.
- (5) *Erroneous Termination for Default.* If, after notice of termination of Contractor's right to proceed under the provisions of this clause, it is determined for any reason that the contract was not in default under the provisions of this clause, or that the delay was excusable under the provisions of Paragraph (4) (Excuse for Nonperformance or Delayed Performance) of this clause, the rights and obligations of the parties shall, if the contract contains a clause providing for termination for convenience of the State, be the same as if the notice of termination had been issued pursuant to such clause.
- (6) *Additional Rights and Remedies.* The rights and remedies provided in this clause are in addition to any other rights and remedies provided by law or under this contract.

#### C. Termination Upon Bankruptcy

This contract may be terminated in whole or in part by DMH upon written notice to Contractor, if Contractor should become the subject of bankruptcy or receivership proceedings, whether voluntary or involuntary, or upon the execution by Contractor of an assignment for the benefit of its creditors. In the event of such termination, Contractor shall be entitled to recover just and equitable compensation for satisfactory work performed under this contract, but in no case shall said compensation exceed the total contract price.

31. **Waiver**

No delay or omission by either party to this agreement in exercising any right, power, or remedy hereunder or otherwise afforded by contract, at law, or in equity shall constitute an acquiescence therein, impair any other right, power or remedy hereunder or otherwise afforded by any means, or operate as a waiver of such right, power, or remedy. No waiver by either party to this agreement shall be valid unless set forth in writing by the party making said waiver. No waiver of or modification to any term or condition of this agreement will void, waive, or change any other term or condition. No waiver by one party to this agreement of a default by the other party will imply, be construed as or require waiver of future or other defaults.

32. **Attorney's Fees and Expenses**

Subject to other terms and conditions of this agreement, in the event Contractor defaults in any obligations under the agreement, Contractor shall pay to the State all costs and expenses (including, without limitation, investigative fees, court costs, and attorney's fees) incurred by the State in the enforcing of this agreement or otherwise reasonably related thereto. Contractor agrees that under no circumstances shall the customer be obligated to pay any attorney's fees or costs of legal action to the Contractor.

33. **Insurance**

The contractor shall maintain at least the minimum level of workers' compensation insurance, comprehensive general liability, or professional liability insurance with minimum limits of \$50,000 per case. The Mississippi Department of Mental Health reserved the right to request from carriers, certificates of insurance regarding the required coverage. Insurance carriers must be licensed or hold a Certificate of Authority from the Mississippi Department of Insurance. The vendor shall be prepared to provide evidence of required insurance upon request by DMH at any point during the contract period and should consult with legal counsel regarding its obligations.

34. **Entire Agreement**

This Contract constitutes the entire agreement of the parties with respect to the subject matter contained herein and supersedes or replaces any, and all prior negotiations, understandings, and agreements, written or oral, between the parties relating thereto.


35. **Approval**

It is understood that this contract requires approval by the Public Procurement Review Board and/or the Mississippi Department of Finance and Administration Office of Personal Service Contract Review and this contract is not approved by the PPRB and/or OPSCR, it is void and no payment shall be made hereunder.

36. **Contract Management**


If the Contractor fails to satisfactorily complete the deliverables noted in the scope of services, the Contracting Agency will inform the Contractor, and the Contractor shall complete corrective action within twenty-four (24) hours. No payment shall be made to the Contractor until all deficiencies have been corrected. If the Contractor exhibits a pattern of non-performance as shown by repeated deficiencies, the Contracting Agency may terminate the contract without further obligation to the Contractor.

This Contract has been entered into and executed by DMH and Contractor hereto as of the day and year first above written.

DocuSigned by:  
  
398EDEF73DEC8482...  
\_\_\_\_\_  
Steve Price  
Regional Sales Manager  
Contractor

3/21/2024  
\_\_\_\_\_

Date

DocuSigned by:  
  
6D576978A61A4A5...  
\_\_\_\_\_  
Kelly Breland  
Chief Financial Officer  
Mississippi Department of Mental Health

3/21/2024  
\_\_\_\_\_

Date

DocuSigned by:  
  
8BC39BADCA28416...  
\_\_\_\_\_  
Katie Storr  
Chief of Staff

3/19/2024

## Attachment A

**Objective:** The Mississippi Department of Mental Health is looking to engage in a billboard advertisement campaign with statewide placement to promote the 988 behavioral health and suicide prevention lifeline. The vendor will continue the efforts of 988 marketing by statewide installation of outdoor billboards in specific areas approved by DMH.

- Provide a statewide six (6) month minimum campaign for billboard advertising that reaches highly populated and more desolate locations throughout the state with multiple geographic areas that includes both large urban or metropolitan markets and rural areas. This campaign should be designed to include comprehensive coverage throughout the state. This project is expected to have a budget to support at least 35 billboards, but vendors are not required to submit 35 billboards to be considered in this IFB.
- Multiple sign dimensions may be used, but at a minimum, at least one digital billboard or bulletin size must be used in the 3 larger geographic areas of Tupelo, Jackson/metropolitan, and the coast.
- Provide geographical map of proposed billboard locations including billboard size.
- Provide impression counts at all proposed locations.
- List of billboards including cost, size, and location per 4-week advertisement period.
- Communicate proposed ideas to DMH and medial consultant firm for final approval.
- Provide regularly scheduled onsite maintenance to locations when needed.
- The Department of Mental Health will provide the artwork.
- All setup costs must be included in the bid.
- Proposals will be evaluated on an itemized basis with lowest cost per billboard, per comparable size, per relative area, for 4-week advertisement period. **Multiple vendors may be selected.**

**EXHIBIT – D**

Bids are to be submitted as listed below, on or before [enter time date of deadline for receipt].

PLEASE MARK YOUR ENVELOPE:

**988 Billboard Advertisement**

IFB RFX Number: **3160009252**

Initial Posting Date: **Friday, October 20, 2023**

Mississippi Department of Mental Health

Attention: Lisa Wallace, Contract Coordinator

239 North Lamar St.

1001 Robert E. Lee Bldg.

Jackson, MS 39201

SEALED BID – DO NOT OPEN

**Fixed Price Bid for Service Per Sign (table should be attached to this “EXHIBIT D” listing the signs being proposed and using the following fields):** (See attachment)

Sign Size (including specs)	Sign Location – coordinates or other identifying information on map	Sign Identifier (if applicable)	Price per 4-week period

**Name of Company:** Trailhead Media, LLC

**Quoted By:** Steve Price

**Signature:** 

**Address:** 401 Central Av

**City/State/Zip:** Laurel, MS 39440

**Telephone:** 228-264-0313

**Fax Number:** NA

**E-Mail Address:** sprice@trailheadmedia.com

**Name and phone number of Company Representative to be contacted by Agencies seeking to contract for services pursuant to this IFB:** Matt Mooney, 601-238-6668, mmooney@trailheadmedia.com

**EXHIBIT D Attachment**  
 Mississippi Department of Mental  
 Health Invitation for Sealed Bids:  
 For '988 Billboard Advertisement



401 Central Av, Laurel MS 39440  
 Contact: Matt Mooney or Steve Price  
 601-238-6668 or 228-264-0313

mmh@ydr.trailheadmedia.com or sprice@trailheadmedia.com

**Notes:**

Trailhead Public Service Bonus: To help promote awareness of this important message among our fellow Mississippians, Trailhead Media will offer to donate one digital ad slot at no charge for every 10 paid faces awarded. These bonus digital ad slots will be placed in locations of Trailhead's choosing and offered on a space available basis using DMH provided art.

RFN: 3160006252

October 20, 2023

Amendment 2 - Issued 12/11/2023

Product Type			Sign Size Including Specs			Sign Location			Sign Identifier			Price per 4-week period		4 Week Impressions
Product Type	Sign Size	Art Pixel Width	Area	County	Longitude	Latitude	Trailhead Face Number	Space Rate per 4 wk period	Art Prod/install fee (1x only)	4 Week Impressions				
Digital	10'x36'	1472	416 Laurel	Jones	-89.14857	31.711481	10001-1.1	\$400	\$0	323,548				
Digital	11'x22'	704	352 Laurel	Jones	-89.14879	31.707973	10003-1.1	\$600	\$0	243,940				
Digital	11'x22'	704	352 Brookhaven	Lincoln	-90.459498	31.579853	10004-1.1	\$350	\$0	60,616				
Digital	11'x22'	704	352 Brookhaven	Lincoln	-90.459498	31.579853	10004-2.1	\$650	\$0	63,348				
Digital	10'x36'	1472	416 Magee	Simpson	-89.74404	31.868391	10005-1.1	\$500	\$0	126,492				
Digital	11'x22'	704	352 Meridian	Lauderdale	-88.680628	32.37153	10006-1.1	\$350	\$0	108,100				
Digital	11'x22'	704	352 Meridian	Lauderdale	-88.680628	32.37153	10006-2.1	\$400	\$0	115,808				
Digital	11'x22'	704	352 Greenwood	Leflore	-90.16073	33.509792	10010-1.1	\$350	\$0	116,588				
Digital	10'x36'	1472	416 Holly Springs	Marshall	-89.447435	34.743672	10013-1.1	\$400	\$0	65,800				
Digital	11'x22'	704	352 Batesville	Panola	-89.913033	34.310483	10015-2.1	\$400	\$0	78,156				
Digital	11'x22'	704	352 Greenville	Washington	-91.03928	33.376205	10016-1.1	\$350	\$0	130,384				
Digital	11'x22'	704	352 Greenville	Washington	-91.03928	33.376205	10016-2.1	\$500	\$0	122,932				
Digital	11'x22'	704	352 Hattiesburg	Forrest	-89.46784	31.313536	10017-1.1	\$900	\$0	75,908				
Digital	14'x48'	1472	416 Tupelo DMA (Columbus)	Lowndes	-88.404341	33.519156	10018-1.1	\$600	\$0	160,748				
Digital	14'x48'	1472	416 Florence	Rankin	-90.12757	32.158442	10019-1.1	\$700	\$0	318,432				
Digital	10'x36'	1472	416 Collins	Jones	-89.24162	31.580846	10020-2.1	\$400	\$0	190,912				
Digital	11'x22'	704	352 Wiggins	Covington	-89.55912	31.633321	10021-2.1	\$550	\$0	137,836				
Digital	11'x22'	704	352 Wiggins	Stone	-89.14566	30.842405	10022-1.1	\$350	\$0	21,656				
Digital	11'x22'	704	352 Pearl	Stone	-89.15409	32.27778	10023-1.1	\$560	\$0	51,844				
Digital	11'x22'	704	352 Pearl	Rankin	-90.15409	32.27778	10023-2.1	\$640	\$0	110,168				
Digital	10'x36'	1472	416 Richland	Rankin	-90.15167	32.212095	10024-1.1	\$600	\$0	148,832				
Digital	10'x36'	1472	416 Richland	Rankin	-90.15167	32.212095	10024-2.1	\$600	\$0	320,564				
Digital	11'x22'	704	352 Quitman	Clarke	-88.728185	32.03422	10025-2.1	\$300	\$0	77,032				
Digital	10'x40'	1472	365 Hattiesburg	Forrest	-89.35427	31.364305	10026-1.1	\$800	\$0	52,528				
Digital	10'x40'	1472	365 Hattiesburg	Forrest	-89.35427	31.364305	10026-2.1	\$900	\$0	273,784				
Digital	11'x22'	704	352 Louisville	Winston	-89.08559	33.125919	10027-1.1	\$400	\$0	200,336				
Digital	11'x22'	704	352 Piceyune	Pearl River	-89.659156	30.517361	10028-1.1	\$500	\$0	47,820				
Digital	10'x36'	1472	416 Columbia	Marion	-89.80819	31.242811	10030-1.1	\$450	\$0	191,856				
Digital	10'x36'	1472	416 Florence	Rankin	-90.137735	32.184855	10031-1.1	\$395	\$0	88,736				
Digital	10'x36'	1472	416 Gulfport	Harrison	-89.09835	30.44444	10033-1.1	\$900	\$0	235,348				
Digital	10'x36'	1472	416 Gulfport	Harrison	-89.09835	30.44444	10033-2.1	\$625	\$0	406,328				
Digital	11'x22'	704	352 Magee	Simpson	-89.74573	31.870139	10034-1.1	\$440	\$0	447,296				
Digital	11'x22'	704	352 Clarksdale	Coahoma	-90.584393	34.187087	10035-1.1	\$350	\$0	76,336				
Digital	11'x22'	704	352 Clarksdale	Coahoma	-90.584393	34.187087	10035-2.1	\$500	\$0	78,896				
Digital	11'x22'	704	352 Magee	Simpson	-89.7359	31.866356	10036-2.1	\$250	\$0	104,688				
Bulletin	6'x12'	336	Copy area: 6'x12' 3" bleed/2" pocket	Hazlehurst	-89.396447	31.862535	11403-2.1	\$300	\$350	98,388				
Bulletin	6'x12'	336	Copy area: 6'x12' 3" bleed/2" pocket	Philadelphia	-89.118532	32.771034	11403-2.1	\$300	\$350	228,988				
Bulletin	6'x12'	336	Copy area: 6'x12' 3" bleed/2" pocket	Morton	-89.656354	32.35229	11436-4.1	\$200	\$350	129,992				
Digital	11'x22'	336	160 Brandon	Rankin	-90.045081	32.376531	11459-2.1	\$700	\$0	110,140				



**Sign location, Sign Size, Sign Identifier, Monthly Impressions**  
IFB RFX Number: 3160009252

