

**AMENDMENT
COVID-19 VACCINE CAMPAIGN**

THIS AMENDMENT (this “Amendment”) is entered into by and between KIVVIT, whose address is 603 Mattison Avenue, 5th Floor, Asbury Park, NJ 07712 (the “Contractor”), and the Department of Health (“Department”) whose business address is 55 North Willow Street, Trenton, NJ 08608 (the Contractor and Department may be referred to collectively as the “Parties” and individually as a “Party”).

WHEREAS, on July 28, 2021, the Department and the Contractor entered into a contract for a multi-lingual public awareness campaign for an amount not to exceed \$14,313,122.97; (the “Contract”);

WHEREAS, due to rising COVID-19 cases, hospitalizations and the need to urge more New Jersey residents to get the booster shot; and

NOW THEREFORE, for good and valuable consideration, the Parties acknowledge and agree to the following modifications to the Contract:

1. The media buy will be modified as detailed in the Contractor’s proposal attached hereto as Attachment 1, effective upon execution of this Amendment.[Attachment 1 should include the amendment]
2. The cost of this Amendment shall not exceed \$24,985,882.80 as reflected on Attachment 1 thereby increasing the total cost of this Contract to \$39,299,005.77.
3. Terms and Conditions - The Parties agree to be bound by all other requirements, terms and conditions of the Contract, not otherwise modified by this Amendment for the period of the Contract.
4. Execution of Amendment - The parties hereto agree that this Amendment may be executed in counterpart, each original signed page to become part of the original document.

ATTACHMENT 1

December 2021 NJDOH Budget

Item	Gross Cost
TV Advertising	\$ 17,933,187.50
Radio Advertising	\$ 2,256,562.50
Digital billboard Ads	\$ 518,750.00
Digital and streaming Ads	\$ 3,149,125.00
Univision Advertising	\$ 778,257.80
Production and management	\$ 350,000.00
TOTAL:	\$ 24,985,882.80