



Request for Proposal 26008
Media Services
Addendum 1
November 5, 2025

QUESTIONS

1. Whether companies from Outside USA can apply for this?
(like, from India or Canada)
Answer: Yes
2. Whether we need to come over there for meetings?
Answer: No travel is involved
3. Can we submit the proposals via email?
Answer: No
4. Could you advise as to whether you will award to multiple vendors? I do see on page 2 under 'purpose' there is a reference to 'contractor(s)', however, I'm not seeing that specifically called out.
Answer: Yes, we reserve the right to award to multiple vendors
5. Period of Contract Performance: Could you please provide clarification on the anticipated flight dates or seasonal timing for each campaign (Pre-K Enrollment, Recruitment, Community Outreach, and Family Engagement)? This will help us structure our media plans and budgets more accurately.
Answer: Pre-K enrollment ads typically run from December through January. Then again from April through July. Other ads are on an as-needed basis.
6. Scope of Work/Requirements: Can you confirm the preferred submission format? Would you like the proposal submitted in PowerPoint or Word, and does the orientation (landscape vs. portrait) matter for evaluation or printing purposes?
Answer: No preference
7. Scope of Work/Requirements: The RFP outlines multiple media platforms: Television, Digital, Radio, and Print/Outdoor. While our company provides all these services, would it be acceptable to exclude or adjust certain platforms if necessary to remain within the proposed budget parameters?
Answer: Yes

8. Period of Contract Performance: Could you please clarify the intended start date for services? Additionally, I'd appreciate it if you could confirm the start and end dates for the first year of services, so we have a clear understanding of the timeline.

Answer: The period of performance for goods and services received subject to this solicitation and any resulting agreement shall be from award through June 30, 2026 with four (4) annual one (1) year renewals.

1st renewal July1, 2026 – June 30, 2027

2nd renewal July1, 2027 – June 30, 2028

3rd renewal July1, 2028 – June 30, 2029

4th renewal July1, 2029 – June 30, 2030

9. Our question is just to clarify and gain a clearer understanding of what you are expecting to see in # **8.2 Section A, Proposal Pricing** of the RFP. Can you elaborate on what you are wanting for the Pricing Summary in the response?

Answer: Section 8.2, Proposal Pricing, is intended to provide a clear summary of all costs associated with the proposed media services. The Pricing Summary should include a breakdown of the vendor's proposed fees, rates, and any other anticipated costs (such as production, placement, or management fees).

If applicable, please include:

- **Hourly or project-based rates for key services**
- **Estimated costs by deliverable or campaign type**
- **Any additional fees or discounts that may apply**
- **A total proposed cost summary**

The goal is to ensure the evaluation team can easily compare pricing structures across proposals in a consistent format.

Vendor Signature

Date:

Maranda Jessie

Purchasing Manager

Proposal responses must include a copy of this page, signed by the vendor, confirming receipt of same. We hope this information is helpful in developing your response and we appreciate your participation.
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