



GARLAND INDEPENDENT SCHOOL DISTRICT

**PURCHASING DEPARTMENT
501 SOUTH JUPITER ROAD
Garland, Texas 75042**

December 19, 2018

ADDENDUM 1

RFP #14-19 -Advertising Services

This addendum modifies the original document as listed below and is hereby incorporated to the contract documents. Acknowledge receipt of this addendum by returning the completed and signed form with the solicitation response. Failure to submit the addendum may be used as an evaluated factor.

QUESTIONS

1. Regarding SOW/Special Terms & Conditions #2: Do you want vendors to provide a suggested media plan as part of this RFP response or is it only for the awarded vendor?

This is not required, but you may submit additional information and pricing regarding such.

2. Where is GISD looking to see the most growth from your airtime and advertising? Enrollment? Awareness?

Garland ISD does not have any specific campaigns planned at the moment. However, recruiting/retaining students and brand awareness are both a focus of our overall marketing.

3. Historically, what 3 media services have been the most successful efforts for GISD?

Garland ISD's marketing efforts are new, our focus to-date has been via the following services:

- **Print (newspaper, magazine) ads**
- **Online (email, website, social media) ads**
- **Digital billboards**
- **Movie theater commercial**

4. In terms of target audience, do you have specifics on age, geography, interests and behaviors?

These will be determined by specific campaigns, and we do not have one planned at the moment.

5. Is there an interest in social media digital services? If so, which platforms have you had success with in the past?

Please let us know about any services you could potentially provide and related pricing. The district primarily uses Twitter to disseminate information at the moment, but we are preparing for a larger utilization of Facebook and Instagram push.

6. What is your goal in reaching ethnic audiences?

Garland ISD serves the communities of Garland, Rowlett and Sachse, which are all diverse. We always target a variety of audiences.

7. Will there be any need or requirement for on-site meetings?

None that can be foreseen.

8. I work for a digital advertising agency here in town; I was checking if you all knew how much of the total budget would be allocated to digital advertising?

Funds have not been pre-allocated for each type of service. The types of services utilized will be determined by specific campaigns.

9. The RFP does request a copy of the NCTRCA certificate, should we also include a copy of our HUB certificate?

It is not necessary to include a copy of your HUB certificate.

10. Whether companies from Outside USA can apply for this? (like, from India or Canada)

Garland ISD accepts proposals from all qualified vendors.

11. Whether we need to come over there for meetings?

No need that can be foreseen.

12. Can we perform the tasks (related to RFP) outside USA? (Like, from India or Canada)

Please review the requirements included in the RFP to determine your company's ability to provide services.

13. Can we submit the proposals via email?

See Section I. Instructions to Proposers – Submission of Proposals

14. In section 1.2.2 where you explain principal place of business, can you please clarify if it's okay that the vendor is based in Dallas but whose parent company is headquartered in another State? Most media companies have stations across the country but are owned by a majority owner whose headquarters may be in another State. For the purposes of this RFP, the vendor that would be applying IS based in Dallas/Fort Worth Area.

Yes it is okay that the vendor is based in Dallas but whose parent company is headquartered in another state.

15. In section 2.1.6. regarding sole sourcing, please clarify that you will be considering sole source justification. We have the option to award one or more companies to provide any of the services listed in the RFP. However, this is the sole source definition from our Purchasing Department: The Purchasing Department must be reasonably assured that competition is precluded because the supplier is the exclusive supplier or provider of the item(s) or service(s). In addition, the supplier must hold the patent or copyright or the product(s) or service(s) is/are the result of a secret process or monopoly

Garland ISD will review all information pertaining to this proposal including information offered if the proposer professes to be the exclusive source of the item(s) or services(s)

16. For the media buys, what is your target demographic? i.e audience age, diverse populations, English and Spanish Speakers, etc. Who are you trying to reach? What geographic areas (such as Garland ISD zip codes, or all of DFW, or certain counties etc)?

Garland ISD targets may range in age, ethnicity, language, etc., and may cover just Garland, Rowlett & Sachse or potentially all of DFW. At this time Garland ISD does not have a campaign in mind.

17. Under Scope of Work (page 13), there is a section that says media outlets can target audiences in local, state or national markets. Please confirm that you are open to media being placed in Local, State and National markets? What percentage of importance is this to your media buy? Are you looking more at reaching Local and In-State? If so, what counties in State are you looking to reach?

We are open to placements in all markets, but we do not have a specific focus at the moment. Garland ISD is located in Dallas County, Texas.

18. Are you open to looking at event sponsorships?

Yes.

19. Are you contracting with a creative agency or will the vendor(s) of this RFP be producing creative?

At this time Garland ISD intends to produce. However, in the event creative services are needed in the future reference to provided pricing will be reviewed.

20. Do you have TV, radio, digital elements, etc. produced already?

Currently Garland ISD has no campaigns planned.

21. What are the flight dates of the campaign? Ideally, when would you like the campaign to start and end? Or will there be different campaigns depending on the time of year?

Currently Garland ISD has no campaign planned and the dates could vary over the next five years.

22. Can we put examples of our work on a USB drive (so you can see video and digital screen shots)?

Yes you can include examples of your work.

23. Over The Top (OTT) apps and services is the term for the delivery of film and TV content via the internet and watched on computers or mobile devices. We can deliver your TV creative through this platform. Would this be of interest to you?

Please provide all company services and related pricing.

Mark A Booker

Mark A. Booker
Director of Purchasing

Company Name

Address

City State Zip

Signature

Title