



GARLAND INDEPENDENT SCHOOL DISTRICT

PURCHASING DEPARTMENT

501 SOUTH JUPITER ROAD

Garland, Texas 75042

April 16, 2024

ADDENDUM 1, RFP #14-24

Advertising Services (120570)

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 and Answers:

1. QUESTION:

Is it a requirement or preference to have an office within the Garland ISD district?

RESPONSE:

No, the district doesn't have a preference.

2. QUESTION:

Is it a requirement or preference to employ at least 500 persons in this state? Our entire agency is less than 50 employees.

RESPONSE:

No, it is not a requirement.

3. QUESTION:

Can we provide a rate structure different from the format provided? For example, cable/satellite billed based on number of impressions/spots rather than 8 hours

RESPONSE:

Yes, please provide all rate structures.

4. QUESTION:

What is the goal of advertising efforts? Is it to recruit employees, get applications for magnet/specialty schools, etc.

RESPONSE:

The goal of advertising is to engage students, parents, and the community to help with student and staff recruitment. Our main goal would be to increase enrollment.

5. **QUESTION:**

Who are the target audiences?

RESPONSE:

Students, Parents, staff, business partners, patrons, and the community.

6. **QUESTION:**

Pricing for tactics will depend on market, but the RFP states it may be in local, state or national markets. Which should we base our pricing on?

RESPONSE:

You should base your pricing on local markets.

7. **QUESTION:**

Are you looking for advertising agencies to respond or media vendors directly?

RESPONSE:

We are looking for either advertising agencies, media vendors or both.

8. **QUESTION:**

Does line item 15 for Public Notices refer to print ads?

RESPONSE:

Yes, public notices on line 15 refers to printed ads.

9. **QUESTION:**

Just to clarify, if submitting an electronic copy do we need to submit a hard copy? Section 1.1 says that electronic copies are preferred, and if submitted electronically we do not need a hardcopy but section 1.1.4 references submitting a hardcopy original along with the electronic copy.

RESPONSE:

1.1.4 should be disregarded if submitting electronically.

10. **QUESTION:**

Are you looking for a media plan for the estimated budget of \$400,000 or just pricing on each of the requested platforms?

RESPONSE:

The contract value is set at \$400,000. We are requesting pricing on each requested platform.

11. **QUESTION:**

Can you provide information on past campaigns that have been successful?

RESPONSE:

We have been successful with Social media, influencer, certain print media.

12. **QUESTION:**

Are there specific goals or objectives that the advertising campaigns should aim to achieve?

RESPONSE:

The goal/objectives are to increase brand awareness, engage target audiences, increase teacher applications, increase student enrollment.

13. QUESTION:

Can you specify the expected frequency and duration of the advertising campaigns?

RESPONSE:

The expected frequency and duration will depend on initiatives, campaigns and events taking place during the year.

14. QUESTION:

Can you provide examples of the types of content or messages that the advertising should convey?

RESPONSE:

Please refer to our website and social media www.garlandisd.net

15. QUESTION:

Are there specific criteria or guidelines for selecting media outlets or platforms?

RESPONSE:

The criteria or guidelines in selecting media outlets or platforms is based on audience engagement; depends on audience and initiative.

16. QUESTION:

How will the effectiveness of the advertising be measured or evaluated?

RESPONSE:

The effectiveness of the advertising will be measured by established KPI's per project, increased brand awareness, and enrollment numbers.

17. QUESTION:

What specific demographic information is required and how should it be presented in the proposal?
Are there particular market segments or demographics that the district is specifically interested in targeting?

RESPONSE:

The demographic information the district is targeting are as follows:
Generation of students in Gen Alpha (2010-2024), and Gen Z (1997-2012).
Generation of parent in Gen Z (1997-2012), Millennials (1981-1996), Gen X (1965-1980), and
Generation of Community in Generation of Boomers (1946-1964)

18. QUESTION:

On the pricing form on pages 3-5 on Proposal Form/Specification, it mentions daily/hourly rates for broadcast/digital advertising. However, units are normally sold in :15, :30 or :60 increments or for digital media in CPM. How would you like us to present this information to you?

RESPONSE:

Please respond to each line as requested in the RFP, however, each line pricing requests that you attach all pricing available which is where you can submit different units such as 15 min.

19. QUESTION:

Would you like any other write up information including narratives in our proposals?

RESPONSE:

Yes, please attach all pertaining information.

20. QUESTION:

Is there a page limit on RFP submissions?

RESPONSE:

No, there is no page limit for the RFP submission.

21. QUESTION:

What sort of advertising project did you all have in mind of creating or the school district?

RESPONSE:

We are requesting pricing on all advertising type, but most interested in digital marketing

22. QUESTION:

Would this project be for a video or photos, a commercial, social media posts or reels?

RESPONSE:

It would depend on audience and campaign.

Changes

1. CHANGE: INSTRUCTIONS TO PROPOSERS 1.1 Submission of Proposals

From:**1.1.4. NUMBER OF COPIES**

PLEASE PROVIDE ONE (1) ORIGINAL PROPOSAL RESPONSE AND ONE (1) COMPLETE ORIGINAL COPY SUBMITTED ON ELECTRONIC FORMAT (FLASH/CD). ENSURE THE SUBMISSION IS CLEARLY LABELED.

YOU MUST SUBMIT A HARDCOPY ORIGINAL. DO NOT SUBMIT

To:**1.1.4. NUMBER OF COPIES (DISREGARD IF SUBMITTING ELECTRONICALLY THROUGH SOURCING)**

PLEASE PROVIDE ONE (1) ORIGINAL PROPOSAL RESPONSE AND ONE (1) COMPLETE ORIGINAL COPY SUBMITTED ON ELECTRONIC FORMAT (FLASH/CD). ENSURE THE SUBMISSION IS CLEARLY LABELED.

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2. CHANGE: 1.2 Award/ Evaluation of Proposals

From:**1.2.2. MULTIPLE AWARDS**

The District reserves the right to award to a single vendor, multiple vendors, each line item separately or in any combination it determines to be in its best interest. Proposals shall cover the entire program as described herein. Proposers shall also include copies of any contracts/agreements required (by the proposing firm) and clearly identify/label it as such.

To:

1.2.2. MULTIPLE AWARDS

The District reserves the right to award to a single vendor, multiple vendors, each line item separately or in any combination it determines to be in its best interest.

Proposers shall also include copies of any contracts/agreements required (by the proposing firm) and clearly identify/label it as such.

Mayte R. Martinez

Mayte R. Martinez
Assistant Director of Purchasing

Company Name

Address

City State Zip

Signature

Title