

Bureau of Health Media and Marketing

RFP No.0809251117

Media-buying services for the New York State Department of Health

Questions and Answers

- Q1: How many units does the New York State Department of Health expect to produce?
A1: There is no way to anticipate the number of units to be produced. As stated in the RFP "... it is not possible to estimate the budget amount in coming years with any degree of certainty."
- Q2: Has the New York State Department of Health supported all markets in New York State?
A2: Yes, but not for every campaign. Markets are determined by the target audience.
- Q3: Does the New York State Department of Health expect the out-of-home and internet agencies to handle production, including the bidding process. ?
A3: The New York State Department of Health expects the winning organization to arrange for printing of out-of-home posting material; arranging for production of internet and mobile applications with appropriate vendors. All production must be done at fair market prices.
- Q4: What are the meeting requirements for plan presentations and ongoing updates?
A4: The contracted media buyer must be available to meet with Department staff in person when given a one-day notice, and/or be available by phone, depending on what the situation warrants. It is expected that most business will be conducted by phone, fax, or e-mail. Depending on the campaign an in person presentation may be necessary and will be mutually agreed upon.
- Q5: Are there any regular reporting requirements?
A5: As stated in the RFP responsibilities will include "...providing weekly internet statistics and adjusting internet buys if needed; obtaining and submitting affidavits of performance; obtaining tearsheets, either hard copy or electronic, of print ads; obtaining completion photos of out-of-home ads and screenshots of internet ads; keeping track of accounts and keeping buys within budget limitations; submitting invoices in a timely manner; and presenting post-buy analyses and evaluations for each campaign."
- Q6: We didn't notice a pricing sheet. How would you like us to handle the planning and research commissions? Should these costs be embedded with the buying commissions or should we handle these as a separate line item?
A6: Planning and research costs should be embedded with the buying commissions. They should NOT be a separate line item.

- Q7: Does the media buying firm need to fully disclose all rates to the Department of Health? Does the media buying firm need to pass along all discounts to the Department of Health – including those negotiated via trade and/or barter deals (including bill paying) between the media buying firm and the vendor?
- A7: There must be full disclosure of all rates negotiated between the media buyer and a vendor. Media time or advertising space is to be purchased -- not traded -- for a price agreed upon by the vendor and the media buyer and one that is readily apparent upon examination of the vendor's invoice. Any financial arrangements made by the media buyer that are not fully disclosed to the State will be grounds for immediate termination of this contract.