

The following questions were received by the posted deadline but were not acknowledged due to technical difficulties

Q1: Will the chosen contractor have the opportunity to adjust the media mix based on overall objectives, or is the contractor locked into the mix established in the RFP?

A2: There is no mix established in the RFP. The choice of different types of media varies by campaign, and is decided upon jointly by the media buyer and Department staff, depending on the target audience and campaign objectives.

Q2: We have seen that you have sponsored events. Are sponsorships part of this RFP?

A2: Yes, negotiating sponsorships that include media opportunities are part of the scope of work expected from this contract.

Q3: You mentioned buying in the RFP, is strategy and media planning also part of the bid?

A3: Yes. We are seeking an organization with media buying capabilities to plan, buy, and track all media purchases for public health programs of the Department.

Q4: Our goal in the RFP is to link our efforts to measurable results. Clients define this many different ways. Can you share with us some of your key success metrics from last year?

A4: Since we are not selling a tangible product, we cannot use such quantifiable measures as sales figures. Therefore, we rely on such measures as gross rating points achieved, internet click-through rates, and calls to hotlines. Some Department programs do pre-and post-campaign analyses of awareness of the campaign topic and share those results with us.

Q5: Can we receive the media plans by effort for FY 07/08 totaling the media expenses of \$35,813,264.00?

A5: No. We need to make sure the same information is accessible to all bidders. Since it would be impractical to post all the media plans on this web page, we must decline to provide them.

Q6: Can you provide copies of the media plans by ethnic group?

A6: See above.

Q7: Can you elaborate/clarify the guidelines for subcontracting? E.g. Can a specialized agency (digital agency) partner with an offline agency?

A7: Unless there is a compelling reason for an agency to supplement the services it can offer with services available through another agency, subcontracting is not encouraged. As a practical matter, the Department is seeking one organization that can handle all different types of media, not a constellation of agencies with individual specialties. Any proposed subcontracting must be approved by the Department BEFORE any kind of partnership agreement between agencies is reached.

Q8: Are there any specific MWBE goals for this contract? If so, can you share them?

A8: Yes, there are specific MWBE goals for this contract. The goal for usage of M/WBE's is at least 10% of monies used for contract activities (Minority-owned – 5%; Women-owned – 5%).

Q9: Is it acceptable to provide a media commission by medium for each media buy? If not, would a blended rate based on FY 07/08 budget and media allocation be acceptable?

A9: There must be one commission rate proposed for all media. We would not recommend you use the FY 07/08 budget as the basis for a blended rate, since it is highly unlikely that the expenditures of this fiscal year and the next several years will be at that level. In addition, future media allocations will probably shift away from broadcast into more use of online and mobile media. You should propose a rate that you feel would fairly compensate your agency for the work you do over the different types of media described in the RFP.

Q10: How important is the experience of the bidding contractor vs. the experience of the specific proposed staff?

A10: We assume that the experience of the bidding contractor is the sum of the experience of its staff, so in our opinion, this should not be a dichotomy.

Q11: Can you provide a list of bidders?

A11: We don't know who is bidding on this contract until we receive the proposals. Once the bids have been reviewed and the bid has been awarded, the list of bidders becomes public information. We can provide you with the list at that time.

Q12: Outside of the paid schedule should the contractor negotiate any PSA spots?

A12: We assume that negotiation of bonus time will be part of every media buy. If you are asking if you will be asked to negotiate time for a campaign that is entirely public service, this will probably be requested two or three times a year. We try to hold these requests to a minimum, since there is no compensation associated with them.

Q13: What process does NYS DOH use to determine the target?

A13: We rely on staff from the various DOH programs to help us determine the target audience for each campaign. This can be done through epidemiological studies, medical literature reviews, or reports from the program's field operations. If needed, we may also do market research, such as focus groups and surveys, to refine the target audience further.

Q14: The Bid Form in the RFP packet only allows for compensation solely in the form of commission earned on media placed. If a media plan is developed but not executed or purchased, do you allow for any payment provisions for the time invested in the plan development?

A14: No, our compensation is based on media placement only. As a practical matter, we usually don't request a media plan unless/until we are quite certain that the funding will go forward and the plan will be executed. Of course, things don't

always happen as planned, but we do try to be respectful of the time and energy involved in planning and not request such services frivolously.

Q15: Page 3 of the RFP indicates that responsibilities include arranging for the printing of out-of-home posting materials and arranging for production of internet and mobile applications. Is the media buying vendor responsible for handling the invoicing for the cost of these materials?

A15: Yes. We assume that the media buying vendor will voucher the Department for these costs, using the production company's invoice as backup.

Q15b: Yes, are these costs classified as media costs and are these costs part of the compensation commission?

A15b: Production costs are not classified as media costs and are therefore not part of the compensation commission.

Q17: Page 3 of the RFP states that the use of national rep firms will not be allowable, with the exception of NYC cable buys. Is the use of a local or New York State buying firm acceptable?

A17: No. All buys, except for NYC cable buys, must be made directly by the agency selected through this RFP.

Q18: There are instances where a local media affiliate may contract with a national sales firm so that agencies have no choice and must go through the national rep firm to buy the station. Will this be acceptable in the instances where it is unavoidable?

A18: In our experience, and particularly in this economic environment, there is no station that will not accept a local direct buy. Local direct buying is the standard we expect from this contract, with the NYC cable exception noted above. We do not expect there to be any other exceptions necessary.