

ADDENDUM No. 2

Bureau of General Services - Procurement Section
Florida Department of Environmental Protection
3800 Commonwealth Blvd, MS93
Tallahassee, Florida 32399-3000

February 1, 2019

Addendum To: DEP Solicitation No. 2019008, entitled "Media Services"

In accordance with Section 2.08, the Department hereby formally amends the Solicitation No. 2019008. The amended sections are as follows:

- Section 6.00 Price Sheet - Replace with attached Excel Spreadsheet "Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2"
 - Section 2.01 Questions and Answers
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- **Section 6.00 Price Sheet - Replace with attached Excel Spreadsheet "Section 6.00 – Media Services REPLACEMENT Price Sheet"**

Bidder is NOT required to provide a price for each of the Services on the Excel spreadsheet "Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2" – ONLY Services that the Bidder can provide. The **BIDDER MUST SIGN AND RETURN THE ENTIRE Excel spreadsheet "Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2" with their Bid.** For additional information on the Services, see Proposed Contract, Attachment A Scope of Work (pg. 44-45).

- **Section 2.01 Questions and Answers**

The Department hereby answers questions posed by prospective Vendors. Unless expressly indicated, these answers do not amend the terms of the solicitation. This addendum does not need to be returned with the response. The Department hereby answers the following questions:

Question #	Solicitation Section	Solicitation Page #	Question / Answer
1.			<p>Question:</p> <p>With regards to ITB 2019008, is there currently a company providing these services as a result of a previous award? If so, I would like to request the current vendor's winning submission. In my experience a request for the bids of previous or current vendors is provided separately from the questions related to the current ITN. In past cases, they were just forwarded directly to my email. Is there someone I need to reach out to?</p> <p>Answer:</p> <p>This Service as described in the ITB is not currently being offered by a Vendor under a DEP contract. If an individual service has been procured by the</p>

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			<p>Department in the past, the agency purchase orders could be found in the Florida Accountability Contract Tracking System (FACTS) at https://www.myfloridacfo.com/Division/AA/FACTSReporting/ (Public View).</p>
2.			<p>Question: I am not seeing on the vendor page what exactly you need filmed? Do you have a link?</p> <p>Answer: This ITB is not for creative services such as filming or producing video. This is for advertising placements only (i.e.tv/radio spots, billboards, web ads, etc.). In addition, this ITB does not relate to any one specific project but will be used as an agreement that applies to all future projects requiring the services as described above and in the ITB.</p> <p>For additional information on the Services, see ITB Proposed Contract, Attachment A Scope of Work (pg. 44-45) and the Excel spreadsheet "Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2"</p>
3.	6.00	15	<p>Question: What is the main focus of the advertising? Is it to gain awareness of the various programs offered by the dept?</p> <p>Answer: This ITB does not relate to any one specific project. The awarded Contract(s) will be used for all future projects requiring any advertising placement services (i.e.tv/radio spots, billboards, web ads, etc.) as described in the ITB. This ITB does not include a request for development of creative collateral. Potential efforts can include advertising placements in support of campaigns that increase awareness and education around environmental issues, promoting attendance to Florida State Parks and Florida Coastal Office properties, increasing behaviors that benefit Florida’s environment, etc.</p> <p>For additional information on the Services, see ITB Proposed Contract, Attachment A Scope of Work (pg. 44-45).</p>
4.	6.00	15	<p>Question: What are the specific URLs you would like traffic driven to?</p> <p>Answer: In most cases, traffic will likely be driven to URLs under FloridaDEP.gov and FloridaStateParks.org However, there could be others.</p>
5.	6.00	15	<p>Question: What is the target Geography, the entire state?</p> <p>Answer: Target geography could range from local media markets, statewide, regional, national and international based on the needs of each project. Refer to Answers on Questions 2 & 3 above for additional information.</p>
6.	6.00	15	<p>Question: Please define the audience that you are trying to reach?</p>

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			Answer: Target audience will vary per project and corresponding project goals.
7.	6.00	15 & 16	Question: Will the audience be the same throughout the term of the contract or will it change on an as needed basis? Answer: Target audience will vary per project and corresponding project goals.
8.	6.00	15 & 16	Question: What are the KPI's you're looking for, web based, offline or BOTH? Answer: KPI's will vary per project.
9.	6.00	15 & 16	Question: Can you explain what tiered per cost means to your organization? Answer: The Price Sheet has been REPLACED. See the Excel spreadsheet "Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2" attached in VBS, Addendum No. 2. Bidder is not required to provide a price for each of the Services on the Excel spreadsheet, ONLY Services that the Bidder can provide. The Bidder must sign and return the entire Excel spreadsheet along with the other required documents identified in the solicitation for their bid to be deemed responsive. For additional information on the Services, see ITB Proposed Contract, Attachment A Scope of Work (pg. 44-45).
10.	6.00	15 & 16	Question: Is there an anticipate annual budget? Answer: The ITB does not apply to one specific project so the annual budget can and will vary based on the type of projects completed throughout the year.
11.	2.08	7	Question: Can we submit a deck of the story of our company and why we should be awarded the contract? If yes what format would you like that deck in? Answer: Please submit your Bid per the detailed instructions in ITB Sections 1.00, 2.00, 3.00, and 4.00.
12.	2.08	7	Question: How many stages to this ITB/RFP will there be? Answer: Refer to ITB Section 1.02 Timeline of Events.
13.	2.03	6	Question: Who makes up the review board?

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			<p>Answer: The evaluation team has not been determined.</p>
14.	1.00	3	<p>Question: How many in person presentations could exist if awarded?</p> <p>Answer: Probably no more than 3-4 in-person presentations per year (one per project). Video conferencing in lieu of in-person meetings will be addressed on a case-by-case basis.</p>
15.	1.00	3	<p>Question: Will there be an opportunity to consult on more advanced offerings?</p> <p>Answer: Only services within the Scope of this ITB will be required.</p>
16.	6.00	16	<p>Question: For Print, what is the desired geography? State wide?</p> <p>Answer: Target geography could range from local media markets, statewide, regional, national and international based on the needs of each project. Target audience will vary per project and corresponding project goals. Refer to Answers on Questions 2 & 3 above for additional information.</p>
17.	6.00	16	<p>Question: Are you providing a list for direct mail?</p> <p>Answer: No, the ITB does not relate to any one specific project, we cannot provide a list.</p>
18.	6.00	15	<p>Question: Is the State Dept alright with adding Java Script to the website for conversion tracking and segment building?</p> <p>Answer: Yes.</p>
19.	6.00	15	<p>Question: Would we be able to see examples of past ads that have been ran?</p> <p>Answer: Examples: MyHomeMySprings.org and EveryStampsAStory.org</p>
20.			<p>Question: Is there any consideration on the ITB to the Government shutdown and extending the timeframe here?</p> <p>Answer: No.</p>
21.			<p>Question:</p>

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			<p>Whether companies from Outside USA can apply for this? (like, from India or Canada)</p> <p>Answer: Bid responses from companies outside of the United States will not be accepted.</p>
22.			<p>Question: Whether we need to come over there for meetings?</p> <p>Answer: Face-to-face is preferred, especially for initial meetings. On a case-by-case basis, depending on the project, video conferencing may be allowed.</p>
23.			<p>Question: Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)</p> <p>Answer: Bid responses from companies outside of the United States will not be accepted.</p>
24.			<p>Question: Can we submit the proposals via email?</p> <p>Answer: No, bids must be submitted in accordance with instructions outlined in the solicitation and addendum. Refer to ITB Section 2.13 Submittal of Bid. Addendum No. 1 and ITB Section 1.02 Timeline of Events.</p>
25.			<p>Question: We operate transit shelter and bench advertising in Hillsborough, Pinellas, Ft. Lauderdale and Miami. I would like to reach out as a subcontractor. How can I get that interest out to the interested vendors who are bidding so that they can include our information in their proposals?</p> <p>Answer: The ITB was posted to the VBS, all vendors registered with the State of Florida, under the identified commodity codes listed in this solicitation that elected to receive electronic notifications will receive a notice via email. We do not have a list of these companies that we can provide to you to assist in your outreach.</p>
26.	6.00	16-17	<p>Question: In section 6, media service price sheet, the reference to a tiered budget, please define your reference to "tiered." Is it related to a per year cost or some other factor?</p> <p>Answer: The Price Sheet has been REPLACED. See the Excel spreadsheet "Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2" attached in VBS, Addendum No. 2.</p>

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			<p>Bidder is not required to provide a price for each of the Services on the Excel spreadsheet, ONLY Services that the Bidder can provide. The Bidder must sign and return the entire Excel spreadsheet.</p> <p>For additional information on the Services, see ITB Proposed Contract, Attachment A Scope of Work (pg. 44-45).</p>
27.	6.00	16-17	<p>Question: How would you like us to address the variables for each of these media types such as type, ad length, audience, research availability, etc.? In other words, there are multiple variable that go into a total project cost, how would you like us to account for these variables?</p> <p>Answer: The Price Sheet has been REPLACED. See the Excel spreadsheet “Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2” attached in VBS, Addendum No. 2.</p> <p>Bidder is not required to provide a price for each of the Services on the Excel spreadsheet, ONLY Services that the Bidder can provide. The Bidder must sign and return the entire Excel spreadsheet.</p> <p>For additional information on the Services, see ITB Proposed Contract, Attachment A Scope of Work (pg. 44-45).</p>
28.	6.00	16-17	<p>Question: In section 6, media services price sheet, using the example of video advertising, the variables outlined in the description “provide tiered, per unit cost for various types of video ads based on placement, quantity, reach/impressions, run, type and time, targeting and approximate CTR.” How should the price be represented to account for the varying potential of video advertising? To provide the most accurate per unit cost, decisions on ad length, number of markets, placement, quantity, and run time need to be identified as they are variables that could change the total unit cost by thousands of dollars.</p> <p>Answer: The Price Sheet has been REPLACED. See the Excel spreadsheet “Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2” attached in VBS, Addendum No. 2.</p> <p>Bidder is not required to provide a price for each of the Services on the Excel spreadsheet, ONLY Services that the Bidder can provide. The Bidder must sign and return the entire Excel spreadsheet.</p> <p>For additional information on the Services, see ITB Proposed Contract, Attachment A Scope of Work (pg. 44-45).</p>
29.	6.00	16-17	<p>Question: What is the total budget for this ITB?</p> <p>Answer: The ITB does not apply to one specific project so the annual budget can and will vary based on the type of projects completed throughout the year.</p>
30.	6.00	16-17	<p>Question:</p>

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			<p>How much did the Florida Department of Environmental Protection spend on advertising in FY 2017-18?</p> <p>Answer:</p> <p>This Service as described in the ITB is not currently being offered by a Vendor under a DEP contract. If an individual service has been procured by the Department in the past, the agency purchase orders could be found in the Florida Accountability Contract Tracking System (FACTS) at https://www.myfloridacfo.com/Division/AA/FACTSReporting/ (Public View).</p>
31.	6.00	16-17	<p>Question:</p> <p>Who is the incumbent?</p> <p>Answer:</p> <p>No incumbent.</p>
32.	6.00	16-17	<p>Question:</p> <p>Can you share the incumbent's last proposal?</p> <p>Answer:</p> <p>No incumbent.</p>
33.	6.00	16-17	<p>Question:</p> <p>What creative campaigns is Florida Department of Environmental Protection currently using?</p> <p>Answer:</p> <p>Examples of previous or ongoing campaigns:</p> <ul style="list-style-type: none"> o EveryStampIsAStory.org o MyHomeMySprings.org o FloridaStateParks.org/ParkFit o FloridaDEP.gov/SkipTheStraw
34.			<p>Question:</p> <p>Are you looking for an agency that can provide media services? We have years of experience in media plans and buying. I would love to learn more about this process for submitting an RFP against this bid.</p> <p>Answer:</p> <p>The purpose of this ITB is for DEP to maintain agreements with vendors for a la carte advertising placements direct with the advertiser from any number of the requested categories. We are not looking for full-service marketing campaign planning, buying and strategy through this ITB.</p> <p>The Price Sheet has been REPLACED. See the Excel spreadsheet "Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2" attached in VBS, Addendum No. 2. For additional information on the Services, see ITB Proposed Contract, Attachment A Scope of Work (pg. 44-45).</p> <p>For additional information on how to Bid on this ITB, see detailed instructions in the ITB Sections 1.00, 2.00, 3.00, and 4.00.</p>

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35.	6.00	15, 16, 17	<p>Question: When will the Timeframes, Target Audience, Target Market and key performance indicators be released to the bidders?</p> <p>Answer: Timeframes, Target Audience, Target Market, and Key Performance Indicators will not be known until a specific project is identified.</p>
36.	2.11	8	<p>Question: Please clarify if the established unit rates will need to include: creative concept development, content creation, graphic design, and radio and TV production and talent fees. Or if these additional costs should be display in the Vendor Rate Schedule.</p> <p>Answer: This ITB does not require these services. This is for advertising placements only (i.e.tv/radio spots, billboards, web ads, etc.). In addition, this ITB does not relate to any one specific project but will be used as an agreement that applies to all future projects requiring the services as described above and in the ITB.</p> <p>See Excel spreadsheet “Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2” attached in VBS, Addendum No. 2.</p> <p>Bidder is not required to provide a price for each of the Services on the Excel spreadsheet, ONLY Services that the Bidder can provide.</p> <p>Bidder may submit a separate “Vendor’s Rate Schedule” of additional pricing for related services that are not listed on the Price Sheet but fall within the scope of this Solicitation.</p> <p>The Vendor Rate Schedule shall not be evaluated and is only provided as “value add.” If items appear on both the Price Sheet form and the Vendor Rate Schedule, the Department will use the lower price in its Task Assignments.</p>
37.	6.00	15, 16, 17	<p>Question: Please clarify if the requested unit rates should be based on specific timeframes, target audience, target market and key performance indicators or if the vendor should base the rates on a general average formula that provides the lower rates and once the specifics are provided the rate will be adjusted accordingly?</p> <p>Answer: See Excel spreadsheet “Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2” attached in VBS, Addendum No. 2. Rates should be based on the specific unit rate as described for that particular service within the updated price sheet. These rates may not be adjusted once agreed upon, understanding that the vendor may or may not have inventory at any given time. If there are advertising placement categories outside what is listed in the</p>

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			<p>price sheet, but required for a specific project, an agreement may be reached per project to address a need not captured within the initial agreement.</p> <p>Bidder is not required to provide a price for each of the Services on the Excel spreadsheet, ONLY Services that the Bidder can provide.</p> <p>Target geography could range from local media markets, statewide, regional, national and international based on the needs of each project. Target audience will vary per project and corresponding project goals.</p> <p>Refer to Answers on Questions 2 & 3 above.</p>
38.			<p>Question: What is the goal/purpose to this campaign?</p> <p>Answer: Refer to Answers on Questions 2 & 3 above.</p>
39.			<p>Question: What media markets would you be looking to utilize?</p> <p>Answer: Target geography could range from local media markets, statewide, regional, national and international based on the needs of each project. Target audience will vary per project and corresponding project goals. Refer to Answers on Questions 2 & 3 above for additional information.</p>
40.			<p>Question: What are the outcomes and metrics you are looking to receive from this campaign?</p> <p>Answer: Refer to Answers on Questions 2 & 3 above.</p>
41.			<p>Question: Is there any direction to spending or budgets on Media Types over the year to better quote for the pricing sheet?</p> <p>Answer: The ITB does not apply to one specific project so the budget can and will vary based on the project. The updated price sheet will provide some clarification on how to quote.</p>
42.			<p>Question: As it pertains to the pricing sheet, are you looking for our fees to create, and manage the implementation of services requested?</p> <p>Answer: See Excel spreadsheet "Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2" attached in VBS, Addendum No. 2.</p>

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			<p>Bidder is not required to provide a price for each of the Services on the Excel spreadsheet, ONLY Services that the Bidder can provide.</p> <p>Target geography could range from local media markets, statewide, regional, national and international based on the needs of each project. Target audience will vary per project and corresponding project goals.</p> <p>Refer to Answers on Questions 2 & 3 above.</p>
43.			<p>Question: Is there a past advertising budget we could reference for size of media spend or size of yearly plan?</p> <p>Answer: The ITB does not apply to one specific project so the budget can and will vary based on the project. This Service as described in the ITB is not currently being offered by a Vendor under a DEP contract.</p>
44.			<p>Question: Is our young incorporated IDCOM LLC in Florida valid for registration as a vendor?</p> <p>Answer: For Vendor Registration assistance, please visit the State of Florida’s Vendor Information Portal, https://vendor.myfloridamarketplace.com/vms-web/spring/login?execution=e1s1 ,or contact please contact Vendor Registration Customer Service at 866-352-3776 (8:00 AM - 6:00 PM Eastern Time)</p>
45.			<p>Question: Can you point me to the Website to do this registration (I see from the RFP (Bid) that we have to register at the MyFloridaMarketPlace (MFMP) Vendor Registration System?</p> <p>Answer: For Vendor Registration assistance, please visit the State of Florida’s Vendor Information Portal, https://vendor.myfloridamarketplace.com/vms-web/spring/login?execution=e1s1 ,or please contact Vendor Registration Customer Service at 866-352-3776 (8:00 AM - 6:00 PM Eastern Time)</p>
46.			<p>Question: What is the target demographic?</p> <p>Answer: Target geography could range from local media markets, statewide, regional, national and international based on the needs of each project. Target audience will vary per project and corresponding project goals.</p> <p>For additional information on the Services, see ITB Proposed Contract, Attachment A Scope of Work (pg. 44-45).</p>
47.			<p>Question:</p>

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			<p>What is the budget?</p> <p>Answer: The ITB does not apply to one specific project so the budget can and will vary based on the project.</p>
48.			<p>Question: Are bids entered through the VBS or physically sealed and mailed with each required document?</p> <p>Answer: The bids are to be sealed and mailed as outlined in ITB Section 2.13 Submittal of Bid-Addendum No. 1 and ITB Section 1.02 Timeline of Events. As a reminder, an electronic copy must be submitted as stated in Addendum No. 1. Refer to ITB Sections 1.00, 2.00, 3.00, and 4.00 for detailed instructions.</p>
49.			<p>Question: Can you tell me if this is an open bid or a closed bid?</p> <p>Answer: The bids are to be sealed and mailed as outlined in ITB Section 2.13 Submittal of Bid-Addendum No. 1 and ITB Section 1.02 Timeline of Events. As a reminder, an electronic copy must be submitted as stated in Addendum No. 1. Refer to ITB Sections 1.00, 2.00, 3.00, 4.00 for detailed instructions.</p>
50.			<p>Question: If I set one price, is that price locked in or is it variable?</p> <p>Answer: This is a fixed (per unit) price basis and based on the prices provided by the Bidder in the Price Sheet for each year. Refer to "Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2" and ITB Section 2.11 Price Sheets for additional information.</p>
51.			<p>Question: Is there any other information you could share with me on how to do this, since I am new to it?</p> <p>Answer: Refer to ITB Sections 1.00, 2.00, 3.00, and 4.00 for detailed instructions.</p>
52.			<p>Question: The document is 51 pages long, do we need to fill the entire document and return it? or just some main pages in specific?</p> <p>Answer: Only portions of the Solicitation should be returned with your Bid response. Refer to ITB Sections 1.00, 2.00, 3.00, 4.00 and Addendum No. 1 & 2 for detailed instructions.</p>

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53.	1.02		<p>Question: In section 1.02 the second event is (Vendors question Due) we want to know what are the specific questions that we have to submit, and in what part are they located in the document, or if we have to send back the 51-page document with everything answered on it.</p> <p>Answer: The “Vendor Question Due” date is the date that Vendors must submit in writing all questions they may have regarding the ITB. The questions do not have to be returned as part of your response. Only portions of the Solicitation should be returned with your Bid response. Refer to ITB Sections 1.00, 2.00, 3.00, and 4.00 and Addendum No. 1 & 2 for detailed instructions.</p>
54.			<p>Question: Is it possible to bid on portions of your bid?</p> <p>Answer: Yes. Only bid on the portions for which you have inventory.</p> <p>This ITB allows for multi-award options, so offering more types of inventory does not necessarily provide a competitive advantage. The goal is for DEP to obtain agreements with multiple vendors who can provide a la carte advertising placements from any number of the requested categories.</p> <p>The Price Sheet has been REPLACED. See the Excel spreadsheet “Section 6.00–Media Services REPLACEMENT Price Sheet-Addendum No. 2” attached in VBS, Addendum No. 2.</p> <p>Bidder is not required to provide a price for each of the Services on the Excel spreadsheet, ONLY Services that the Bidder can provide. The Bidder must sign and return the entire Excel spreadsheet.</p> <p>For additional information on the Services, see ITB Proposed Contract, Attachment A Scope of Work (pg. 44-45).</p>
55.			<p>Question: Could you please inform us about the type of media services you are requesting?</p> <p>Answer: This ITB does not relate to any one specific project. The awarded Contract(s) will be used for all future projects requiring any advertising placement services (i.e.tv/radio spots, billboards, web ads, etc.) as described in the ITB. This ITB does not include a request for development of creative collateral.</p> <p>Potential efforts can include advertising placements in support of campaigns that increase awareness and education around environmental issues,</p>

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			<p>promoting attendance to Florida State Parks and Florida Coastal Office properties, increasing behaviors that benefit Florida’s environment, etc.</p> <p>Target geography could range from local media markets, statewide, regional, national and international based on the needs of each project.</p> <p>Target audience will vary per project and corresponding project goals.</p> <p>For additional information on the Services, see ITB Proposed Contract, Attachment A Scope of Work (pg. 44-45).</p>
56.			<p>Question: Are there specific initiatives that you have coming up? (i.e. Florida Park Fit, etc)</p> <p>Answer: Some current and upcoming initiatives include:</p> <ul style="list-style-type: none"> ○ Florida ParkFit: Promoting exercise at Florida State Parks ○ Experience the Real Florida: Promoting park visitation ○ My Home. My Springs.: Promoting Florida’s Springs Protection ○ Coral Campaign: Promoting coral reef protection and promoting Florida coral reef as great natural wonder. ○ Other awareness efforts related to environmental issues and concerns such as red tide, blue green algae, water quality and supply, etc.
57.			<p>Question: Which cities/markets are of interest? (Multiple cities in Florida, anything outside of Florida?)</p> <p>Answer: Target geography could range from local media markets, statewide, regional, national and international based on the needs of each project. Target audience will vary per project and corresponding project goals. Refer to Answers on Questions 2 & 3 above for additional information.</p>
58.			<p>Question: Are there specific flight times or dates to consider? (i.e. year-round branding/awareness, Q1, summer, etc)</p> <p>Answer: Timeframes, Target Audience, Target Market, and Key Performance Indicators will not be known until a specific project is identified. Different outreach campaigns are conducted throughout the year and have differing goals attached to them. However, we are looking toward running a campaign in the Summer to promote park visitation and activities, a Coral Reef awareness and behavior change campaign in the summer, and a water protection and springs protection behavior change campaign starting in April, a Public Lands awareness campaign in September, etc. Each campaign will have different target demographics and target markets. Please note that the Designated Market Areas are denoted separately in the updated price sheet for certain</p>

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			services. This is not a snapshot of all DEP marketing initiatives but can provide an idea of timing and types of initiatives.
59.			<p>Question: For radio advertising, do you value personalities providing live endorsements on the radio?</p> <p>Answer: No, not for the purposes of this ITB. However, if a personality endorsement is desired for a specific project, details can be negotiated on a per-project basis.</p>
60.			<p>Question: Do you have any initiatives to reach a Hispanic audience in the West Palm / South Florida area?</p> <p>Answer: The Department would like to reach a more diverse audience through our campaigns, especially those related to water quality in South Florida communities.</p>
61.	7.00	18	<p>Question: Vendor Principal Place of Business Attestation. Is this absolutely necessary if we are only bidding on digital marketing? We are a world-wide company and have several offices in the State of Florida, however our Corporate offices are based out of California.</p> <p>Answer: Yes. See also ITB Sections 2.13 Submittal of Bid. Addendum No. 1, and 2.15 Vendor Principal Place of Business Attestation.</p>
62.	Attachment A	44	<p>Question: Are there any current TA's or planned initiatives that require marketing plans?</p> <p>Answer: Refer to Answers on Question 2 & 3 above.</p>