

ADDENDUM No. 2

FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION
DEP Procurement Section
3800 Commonwealth Boulevard, MS#93
Tallahassee, Florida 32399-3000

September 15, 2017

**Addendum To: DEP Solicitation No. 2018001, entitled
Broadcast Television, Radio, and Internet Public Service Announcements**

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 bid. The Department hereby answers the following questions:

1. The PSA's have already been recorded and finalized. Is this bid for the distribution of the videos?
Answer #1: The ITB does not include production, only distribution of pre-recorded radio, tv, and internet ads.
2. Would the Agency be open to change the approximate breakdown for use of funds for specific PSA's? Because we think that your agency will have a better result and educational impact if we focus most of the budget towards digital advertising and streaming radio. Would the Agency be open to us propose a comparative analysis between the reach of all media?
 - a. 80% budget spent on single Reef Injury Response and Prevention PSA
 - i. Youtube
 - ii. Streaming radio (Video, audio, and banner ads.)
 - iii. Google AdWords (Display and Search) – Animated, responsive, HTML5, etc
 1. We can select ad placements on specific websites that reach our target
 - iv. Social Media ads with a focus on video ads as well as static, carousel, canvas, 360 ads
 - v. We will have a retargeting effort using your webpage and google analytics (<http://www.dep.state.fl.us/coastal/programs/coral/ripr.htm>)
 - b. 20% budget spent on 10 SEFCRI LAS AA-10 PSAs (Terrestrial Radio)*Answer #2: No, not at this time.*
3. Is the proposal due date next week or the date will be extended? September 21, 2017
Answer #3: As stated in addendum #2 sealed bids are due on September 27, 2017 at 2:00 P.M.
4. How many proposal copies would your agency need?
Answer #4: One (1) original hard copy and one (1) duplicate electronic copy of the Technical and Price Proposal. The electronic copy may be submitted on CD, DVD, or USB-compatible memory stick and must be in .pdf format.
5. Section 7.00 - Response Form has the performance periods for each task listed, but the tasks to the right is requesting a total of each medium to be used. Are we only running selected mediums during each task or should the period of performance area encompass all task dates?
Answer #5: To clarify, Section 7.00 is to show what we're expecting in the reports from the broadcaster. In the deliverable table in Section 7.00, there are three periods of performance, with three reports due showing the total number of media spots that were able to be aired during that performance period.

6. There was a change to the times in which broadcast TV are to be aired, and not change to radio. Is this correct. Do you want TV ads to only run between 6a-11am and 3p-8p?

Answer #6: We would like both the radio and the television spots to run during the hours specified.

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In accordance with Section 1.04, Addenda, the Department hereby formally amends the Solicitation.

The amendments are as follows:

SCHEDULE OF EVENTS

The following schedule will be strictly adhered to in all actions relative to this ITB. The Department reserves the right to make adjustments to this schedule and will notify participants in the ITB by posting an addendum on VBS. It is the responsibility of the Bidder to check VBS on a regular basis for such updates.

DATES	EVENTS	METHOD
September 5, 2017	ITB Advertised	Vendor Bid System http://www.myflorida.com/apps/vbs/vbs_www.main_menu
September 12, 2017	Questions Submitted in Writing	Procurement Contact identified in Section 1.02, Procurement Officer
On or about, September 14, 2017	Answers to Questions Posted	Vendor Bid System http://www.myflorida.com/apps/vbs/vbs_www.main_menu
MUST BE RECEIVED NO LATER THAN: September 27, 2017 @ 2:00 P.M. (revised 09/15/17)	SEALED BIDS DUE AND OPENED	Submit to: Florida Department of Environmental Protection DEP Procurement Section, Room 215 3800 Commonwealth Blvd, MS93 Tallahassee, Florida 32399-3000 ITB NUMBER MUST BE ON ENVELOPE
On or about, October 2, 2017	Anticipated Posting of Recommended Award	Vendor Bid System http://www.myflorida.com/apps/vbs/vbs_www.main_menu

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