



**RFQ&E No. 12-34-11105
Advertising and Marketing Consulting Services**

**Addendum No. 1
September 4, 2012
Questions and Answers**

- Q1. What is the budget for the Advertising and Marketing Consulting Services project?
- R1. \$260,000 (this includes all JAA media buys and any potential production)**
- Q2. What is the current year budget for advertising and marketing services and/or branding and marketing services?
- R2. \$260,000 (this includes all JAA media buys and any potential production)**
- Q3. Did the RFP for Branding and Marketing have a DBE requirement?
- R3. No. Points were awarded as bonus.**
- Q4. Should the fees be submitted as an hourly rate?
- R4. Yes. A REVISED Proposal Form is attached.**
- Q5. The RFP states that for the full 5 points, we must submit S/M/DBE Forms #2 and #3. How about #1?
- R5. Firms applying for S/M/DBE bonus points should submit S/M/DBE Forms 1, 2 and 3.**
- Q6. Can you tell us the value of your current contract with Big Communication and/or the agreed hourly rate?
- R6. The value of the current contract, which includes Branding and Marketing, is \$625,000.**
- Q7. Is there a budget for the campaign with an allocation for agency fees and production fees?
- R7. The total budget in fiscal year 2012 was \$260,000. This included \$180,000 for media buys and approximately \$80,000 for production. The break-up for this amount in fiscal year 2013 has not yet been determined and is subject to change.**
- Q8. Is there an existing brand standards guide that could be provided by the incumbent if a new agency is selected?
- R8. There is an existing brand standards guide. A copy of the Graphic Standards Manual is attached.**

The Question and Answer period is closed.

Proposal Due Date is September 10, 2012 at 2:00 PM (local time)