

Addendum No. 1 June 25, 2012

**Request for Proposals for Advertising Services (LMDC-70)
Lower Manhattan Development Corporation**

Acknowledgement of the Addendum

Please acknowledge receipt of this Addendum in your proposal submission.

Responses to Questions

Question 1

Can you tell me the LMDC ad services budget over the last several years?

Answer: No budget information is available at this time.

Question 2

Translation: Media providers that publish foreign language papers and produce foreign language web sites also provide translation into the appropriate language and/or dialect. Is the translation provided by the media adequate for the advertising needs of LMDC?

Answer: Translation services provided by media providers is an acceptable method that will be evaluated based upon the criteria found on page 5 of the RFP.

Question 3

In Attachment 3 there are notices of deleted paragraphs prior to sections 9, 11, 12, 15 & 16. Are these notations present to indicate content has been removed prior to publication or are the sections following the deletion notes to be ignored?

Answer: These notations can be ignored.

Question 4

The sample invoice in Attachment 4 indicates two areas with asterisks: *letters of authorization & ** back up. What back up must be included with each invoice?

Answer: Letters of authorization refer to “work orders” or “ad buys” that authorize the specific advertising work that is being invoiced. Back-up refers to any information supporting the invoice (e.g., invoice, copy of advertisement as placed, affidavit of publication, etc.).

Question 5

A sample invoice is included in Attachment 4. Is this the format and layout required or can we use our existing invoice format and layout provided that all necessary information is used?

Answer: Your existing invoice format can be used as long as it contains all the required information.

Question 6

The last page of Attachment 4 is the Release. Does this Release need to be signed and stamped as part of the RFP response or is this a sample of a document that needs to be completed after the award is made?

*Answer:
The release does not have to be provided as part of the RFP response.*

Question 7

Is there an incumbent?

Answer: Yes. LMDC has an agreement with an advertising firm that expires at the end of July 2012.

Question 8

What was the media mix percentage during the past year?

Answer: LMDC only placed print ads in the past year.

Question 9

May we review last year's media plans?

Answer: LMDC does not have a media plan.

Question 10

What do you mean by the term "Creative Marketing". I assume you mean that creative work is not required. If that is not the case, could you please elaborate?

Answer: LMDC used the term "creative marketing" to refer to services such as producing commercials and developing advertising campaigns. As noted in the RFP, these types of services are not required. The services needed involve placing ad buys for advertisements regarding public meetings, environmental reviews, and other legal and public notices.

Question 11

How important is "extensive experience providing advertising services to municipalities, economic development organizations or other governmental organizations"?

Answer: As indicated in the evaluation criteria on page 5 of the RFP, "experience of firm and employees to be assigned to the project in general and in particular, providing advertising services to municipalities, economic development organizations, or other governmental entities" will be one of the criteria that will be used to evaluate firms.

Question 12

Who would do the production work for the ads you wish to place: the agency or your in-house department?

Answer: Production work may be done by the LMDC or may be done by the firm selected.

Question 13

Will UMDC [sic] require media planning as well as media placement?

Answer: LMDC will seek advice from the advertising firm on where ads should be placed given LMDC's objectives and resources.

Question 14

Will Social Media be part of your program?

Answer: No.