

Request for Proposal Q00900
Mass Media Buying Agency - Marketing Services
Addendum #1
September 1, 2017

All changes to the Request for Proposal (RFP) are valid only if they are issued by written addendum. Each respondent must acknowledge receipt of any addenda in their proposal submission. Each respondent, by acknowledging receipt of any addenda, is responsible for the contents of the addenda and any changes to the proposal therein. Failure to acknowledge receipt of any addenda may cause the proposal to be rejected. If any language or figures contained in this addendum are in conflict with the original document this addendum shall prevail.

This addendum consists of the following clarifications and amendments:

1. Delete Exhibit A "Pricing Proposal" on Page 18 of the Request for Proposal document and replace with the attached Revised Exhibit A.

Sincerely,

Aaron Thompson
Purchasing Specialist
Purchasing@harpercollege.edu

**Exhibit A- Revised
 Pricing Proposal**
Capability/Need Overview

Capability/Need		Pricing Instructions
1.	Print display media planning/buying/trafficking including print media, outdoor, point of sale (POS).	Assume \$25,000 gross budget. Show commission formula used, net media expenditure and actual commission to agency in dollars. Note any fees in addition to media commission.
2.	Television (broadcast networks and cable) and/or radio campaign. This will include the planning, buying and trafficking.	Assume \$200,000 gross budget. Show commission formula used, net media expenditure and actual commission to agency in dollars. Note any fees in addition to media commission.
3.	Concepting and creative development. Please provide one sample each of (if applicable): <ul style="list-style-type: none"> - Brochure (4+ pages) - Radio Ad - One other creative example. 	Assume \$27,000 gross budget. Provide per hour creative development rates for: Design, Copywriting, & Other (Not including media production costs.)
4.	New ideas. In understanding the community college market, what new ideas would you implement to assist in colleges recruiting efforts? Please provide one-page maximum summary case study.	Assume \$15,000 gross budget. -Strategy Development -Execution