

RFP – LC000056 Professional Advertising, Media and Related Services Clarification Q&A

1. Question #23: You responded that the brand guidelines and a hi-res of the logo would be provided. May we get that in the next few days? [Yes](#)
2. #32: You responded that we needed to answer 4.1 and 4.2 at this stage. 4.1 asks that we submit Attachment A Contractor Certification, but that form requires that we certify that our pricing “included in the proposal” is accurate and binding, and we will not have yet submitted our pricing for Phase I, since that isn’t due until Phase II as the Cost Proposal. We can fill out the form, giving the assurances that we WILL adhere to that when we submit our Cost Proposal, but it is reading as a form that is meant to accompany the Phase II Cost Proposal. [For Phase I, you only need to fill out forms for 4.1 and 4.2.](#)
3. Your answer to question 57 stated total agency fees for FY19 are \$2,333M (since your current agency supplies both Media and Creative services). On page 41 of the RFP for Media Services, you provided a hypothetical example that the “Agencies fees” for Media Buying would be \$1.703M at an 8% commission rate.
Does this mean that the remaining budget for the Creative RFP would be approximately \$630K (\$2,333 - \$1.703)? Note: this calculation is based on FY19 Agency Fees budget and using your 8% hypothetical media agency fees from the RFP. Said another way, if an agency only wanted to submit for Creative RFP, the approximate fees would be \$630k for that contract.

[No, the assumptions being made are not correct. This calculation assumes that the amount available to an agency or agencies is limited to the FY19 fee level. This assumption is not correct. As stated in the response to Question #2, the NCEL does not currently have a specific budget for professional services for creative, advertising and marketing communication services. This budget will be determined by the results of the RFP. Please further note, that the hypothetical media example was provided only to aid a potential Responding Contractor as to how an inclusive fee is calculated.](#)