INTENT: This Addendum forms a part of the Contract Documents and modifies the Original Bidding Documents and Prior Addenda, if any, as identified above. Acknowledge receipt of this Addendum in the space provided on the Bid Form. Failure to do so may subject Bidder to disqualification.

1. Points of Information:

1) QUESTION: Can companies from Outside the USA apply for this? (like, from India or Canada)

   ANSWER: Companies from outside the United States are able to submit proposals in response to this RFP. However, foreign vendors will be subject to the applicable laws and regulations as provided within the RFP and outlined in the University’s Standard Terms and Conditions.

2) QUESTION: Do we need to come over there for meetings?

   ANSWER: In accordance to the Section 3.0 in the RFP, the selected bidder will be expected to meet in person with the University staff at least twice a year at the vendor’s expense.

3) QUESTION: Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

   ANSWER: Foreign vendors are not required to perform tasks within the USA however are subject to laws and regulations outlined in the Universities Standard Terms and Conditions.

4) QUESTION: Can we submit the proposals via email?

   ANSWER: No. Proposals must submitted in the formats outlined in Section 1.3.3 “SUBMISSION OF BID PROPOSAL” of RFP #1403.
5) **QUESTION:** Is there a projected annual budget or at least a range? Challenging to provide firm media buying costs without knowing the scope or scale?

**ANSWER:** In the last five years, the University has annually spent approximately between $700,000 to $1,100,000 on paid media. The budget for the next fiscal year has not been set but we anticipate it being somewhere between $1,000,000 and $2,000,000.

6) **QUESTION:** Is there a current plan in place that we will execute? You ask for budget and pricing by medium, but we don’t know what the plan will be? That would be developed with Montclair’s input. How do we provide pricing or budgets?

**ANSWER:** The bidder will consultatively develop a specific buying plan based on the University’s strategies and goals (which will be developed). The University expects to allocate part of its spend to overall branding and part of it to drive specific program enrollments, especially at the graduate level.

7) **QUESTION:** In the pricing chart you are requesting costs by medium, but the RFP does not request a media plan as part of the response. Are you expecting a media plan/strategy? If so, what are the enrollment goals by target segment and are there budget parameters?

**ANSWER:** A plan does not need to be submitted as part of the RFP. The selected bidder will be expected to develop a plan based on the University’s goals and strategies. It is our expectation that any planning should be granular enough to track and report back ROI for specific media tactics and the effectiveness of the fiscal year strategic marketing plan for individual University school/college/units. Enrollment targets for specific student segments will be provided. No fixed budget parameters are in place—allocations by unit and/or priority program(s) are flexible. The requested costs are to give us an understanding of the bidder’s capability to negotiate favorable pricing.

8) **QUESTION:** Do you have enrollment goals for the next three years? Ideally by target segment or at least undergraduate vs. graduate level? The goals would drive the budgeting process.

**ANSWER:** The University is seeking to drive growth in revenue-generating master’s programs, while maintaining its doctoral enrollment and supporting modest growth in first-year and transfer student numbers.

9) **QUESTION:** Does this RFP include support for online programs, including the adult learner?

**ANSWER:** Yes. Online programs will be supported by paid advertising efforts. Adult learners are part of the target audiences for transfer and graduate programs.

10) **QUESTION:** Can you provide budget guidance or a planned scope of work? Challenging to provide staffing and firm pricing without?
ANSWER: From 2014 thru 2018, the University has annually spent approximately between $700,000 to $1,100,000 on paid media. The budget for the next fiscal year has not been set but we anticipate it being somewhere between $1,000,000 and $2,000,000.

11) QUESTION: Will there be additional weight or consideration given for women or minority owned businesses?

ANSWER: No additional weight or consideration for women or minority owned businesses in the evaluation matrix for committee reviewers.

12) QUESTION: Question regarding RFP #1403 as it relates to agency commission and the “price sheet” starting on page 45, what types of commission structure would be considered within the RFP submission, for an example:
- Agency commission rate (%) on net media (this is our current commission structure with MSU & Mediassociates)
- Blended hourly rate based on FTE model of account functions with all placed media billed at net cost to MSU

ANSWER: We are open to proposals for alternative commission and/or billing arrangements. However, proposal pricing must be provided in accordance with “Attachment #5” of RFP #1403.

13) QUESTION: I was just reading through the RFP and it appears we have to be registered as a small business that is physically located in NJ (section 4.4.2.2 on pages 13 and 14.) Is this correct or am I reading it wrong?

ANSWER: No, your firm is not required to be physically located in New Jersey as detailed in Section 4.4.2.2. However, your firm is to be registered and obtain a New Jersey Business Registration Certificate from the New Jersey Division of Revenue if you intend to bid and do business with the University as outlined in Section 4.4.2.1 of the RFP.

II. Special Notice of Bid Extension:
   NOT USED

III. Changes to Prior Addenda:
   NOT USED

IV. Changes to Bidding Requirements:
   NOT USED

V. Changes to Agreement and Other Contract Forms:
   NOT USED

VI. Changes to Conditions of the Contract:
   NOT USED

VII. Changes to Specifications:
   NOT USED

VIII. Changes to Drawings:
   NOT USED
Please acknowledge receipt of this Addendum No. 1 via fax. The fax number is 973-655-5468.

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Attachments:
None

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