ADDENDUM NO. 1

Request for Proposal # 1418 Media Buyer Professional Services
July 18, 2019

Date of Original Bidding Documents: July 3, 2019

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.

I. Points of Information:

1) QUESTION: What were the determining factors in re-issuing this RFP?

   ANSWER: The primary reason for reissuing the media buyer RFP was a desire for greater pricing clarity in the vendor responses. It was also determined that the original instructions for pricing information for agency fees and services were overly complicated. The new instructions on Attachment #5 should be easier to follow and respond to.

2) QUESTION: Can you inform us on who was chosen as the creative agency for the RFP that was issued, along with this RFP, earlier in the year?

   ANSWER: The University’s creative agency partner is still in RFP evaluation of its own and cannot be announced until an award is finalized. The award will be announced on the Montclair State University Procurement website.

3) QUESTION: What specific programs are to be included for this RFP?

   ANSWER: Media buying needs are inclusive of but not limited to general reputational enhancement and awareness at the institutional level, graduate recruitment, undergraduate recruitment and select priority academic programs in a given year. Generally speaking, paid advertising will be focused on high-level reputational enhancement and graduate programs at the master’s level.

4) QUESTION: What program formats does this RFP cover, at the program level? (on-ground, online, hybrid)

   ANSWER: On-ground/traditional, hybrid and online programs – note that the university currently has a limited number of programs offered 100% online, but notable exceptions that require paid
digital advertising support include the Master of Science in Nursing and the Master of Arts in Educational Leadership.

5) **QUESTION:** What is the Average Revenue per Student across these programs?

**ANSWER:** A broad and varied number of programs and general reputational enhancement purposes are served by the university’s annual paid advertising budget. Efficacy and ROI of paid advertising is foremost evaluated against set programmatic enrollment goals, with spending closely monitored against benchmarks for cost per lead, cost per click, number of impressions driven and other relevant measurements.

6) **QUESTION:** On Page 13 (3.1-6). If the members of the agency have experience working with higher education clients during their tenure(s) at media companies, but we do not have an agency case study of having worked directly with a higher education client, should we still submit the RFP or will we automatically be disqualified from contention?

**ANSWER:** Proposals will be enhanced by the depiction of successful higher education partnerships with current/past clients. In the absence of a specific higher education case study, the committee will look for the agency’s perspective on how a particular case study related to a working relationship in other industries would be most comparable to the university’s stated goals for media buying and related reporting. In other words, this is not a disqualifier but does put the bidding agency at a disadvantage compared to other vendors who may have higher education client work to tout. We are looking for an understanding and sensitivity to the day-to-day and strategic planning realities of a complex university environment.

7) **QUESTION:** On Page 13 (3.1-8). If we do not have direct contacts at the following media vendors; Google, Facebook, LinkedIn, Twitter but have worked at these companies and have a proven track record of buying these products successfully, does that suffice?

**ANSWER:** If you do not have direct contacts with these companies, please provide a detailed process for communicating with them and how this method of communication transferred to successful media buying efforts.

8) **QUESTION:** On Page 21 (6.1). Should the RFP be written in a word format with questions being directly re-stated and then answered or is a PowerPoint an acceptable format? Could we also submit both if necessary?

**ANSWER:** The bidder may use whichever method of response they deem the most effective, all while responding to the RFP in the most thorough way that they can. For how to properly respond to the RFP, please see Section 3.1: Statement of Qualifications (Page 12) which states, “Statements of Qualifications should be presented in the same order as listed below. Please restate the question as written and respond to each item completely and clearly. Attachments that amplify responses or provide relevant illustrations are welcome.”

9) **QUESTION:** Are you accepting partial submissions for this bid in the case that a vendor cannot cover the full scope?
10) QUESTION: A very similar RFP was issues in April (#1403) why was it not awarded and reissued? Can you provide the material changes in the two RFPs?

   ANSWER: Attachment #5 / pricing sheet requirements were clarified. RFP #1403 bid submissions including pricing quotes that were not comparable across different vendor bids, necessitating a reissuance.

11) QUESTION: It would appear from page 1 of the RFP that you do not have to be a small business to respond and be awarded the contract but section 4.4.2.2 references this being a set-aside contract and this section is not marked out as are others such as 4.4.3.3. Can you clarify? Do you have be considered a small business to be awarded the contract?

   ANSWER: Vendors do not have to be considered small businesses to be awarded the contract.

12) QUESTION: We are not currently registered nor do we have a New Jersey Business Registration Certificate. If awarded the account, we would certainly obtain that certificate. Do we have to have that certificate to submit an RFP response and be awarded the contract? Can we wait to obtain the certificate once we have won the bid and before the contract would begin? Can you clarify when the certificate is required?

   ANSWER: A certificate is not required to be in place for a contact to be awarded, but the process of obtaining a New Jersey Business Registration is time-consuming and may be an impediment to the timely start of a working relationship. While an award can be made to a bidder not holding a Business Registration Certificate, no performance can occur until all required State of New Jersey compliance documentation are received.

13) QUESTION: Is any additional consideration given to minority or women owned businesses?

   ANSWER: No.

14) QUESTION: Are out of state bidders allowed to submit responses, or are bidders required to be based in the state of New Jersey as our principal place of business as the RFP defines "Small Business" as "a business that has its principal place of business in the State of New Jersey"?

   ANSWER: Out-of-state bidders are allowed to submit responses. Note, out of state bidders are still required to provide all State of New Jersey compliance documentation, including a Business Registration Certificate.

15) QUESTION: If we are proposing to subcontract services not as a joint venture, are subcontractors required to be registered as a qualifying small business with the New Jersey Commerce?
ANSWER: Subcontractors do not need to be registered as small businesses with the state of New Jersey. However, in accordance with Appendix #1, prime contractors are responsible for obtaining all State of New Jersey compliance documentation, including the Business Registration Certificate.

16) QUESTION: Some of the research needs indicated on item 3, page 11 seem to be information that may be confidential to specific institutions. Is the University open to alternative discovery tactics that will provide comprehensive insights on the competitive landscape short of acquiring other institutions' secret recipes in their media and marketing plans, as well as media spend information?

ANSWER: The University is only interested in the analyses and conveyance in reporting of publicly available and non-confidential information about its competitor and peer marketing practices.

17) QUESTION: Please can you confirm that there are no Small Business or MWBE requirements for this RFP, and no additional score will be given to bidders who are registered as Small Business or MWBE?

ANSWER: Confirmed, there is no requirement for bidders to be a Small of MWBE in order to be considered for award.

18) QUESTION: Do you currently have an incumbent agency providing these requirements? If so who?

ANSWER: The current media buyer contract is held by Mediassociates, LLC.

19) QUESTION: Is the reason for this RFP because your current RFP is expiring, or are you looking for a new partner to deliver the requirements?

ANSWER: The current RFP is expiring.

20) QUESTION: Are the requirements predominantly for digital media? What is the anticipated split of the annual $1m budget between digital and traditional media ($ or %)?

ANSWER: Bidding vendors will be asked to submit proposals based upon their best understanding of the university’s recruitment and reputational marketing needs. For informational purposes, the university’s advertising spend has been roughly 70% digital and 30% traditional for the past three years.

21) QUESTION: Will equal weighting be given to agencies that may perform some related tasks outside of the US (e.g. in the UK)?

ANSWER: Yes. Note, out of state bidders, including foreign entities, are still required to provide all State of New Jersey compliance documentation, including a Business Registration Certificate.

22) QUESTION: Who are your main competitor institutions?
ANSWER: Rutgers-New Brunswick, Rowan University, Kean University, Ramapo University, University of Delaware.

23) QUESTION: Regarding Attachments 6 to 12 that were provided within the RFP documentation, but not specified for completion and return with our completed RFP - are these for reference only, to be provided by the winning bidder ahead of final contract award, or are they to be completed and returned by all bidders as part of RFP submissions?

ANSWER: All attachments must be completed and returned as part of RFP submissions.

24) QUESTION: We note that within Section 3.0 COMMODITY DESCRIPTION/SCOPE OF WORK you mention "4. Integrated marketing campaign collaboration: The awarded bidder must work closely with other agency partner(s) as a part of an Integrated Agency Team (IAT) on all strategic planning initiatives. The IAT will be led by the Creative and Strategy Agency and the awarded bidder shall contribute to the media buying strategy and tactical execution of any plans.” Please can you confirm who is your current Creative and Strategy Agency?

ANSWER: The University’s creative agency partner is still in RFP evaluation of its own and cannot be announced until an award is finalized. The award will be announced on the Montclair State University Procurement website.

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.

______________________________________________________________________________

Company Name (please print) ___________________________ Date ___________________________

Signature ___________________________ Title ___________________________

Contact Name (please print) ___________________________

Attachments: None

Distribution:

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All Bidders
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File