



**SEDGWICK COUNTY, KANSAS
DIVISION OF FINANCE**

Purchasing Department

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**ADDENDUM #1
RFP #22-0014
MEDIA BUYER**

February 28, 2022

The following is to ensure that proposers have complete information prior to submitting a proposal response. Here are clarifications regarding our request.

Questions and/or statements of clarification are in bold font, and answers to specific questions are italicized.

1. Is the RFP open to bidders outside of the State of Kansas?

Answer: Yes.

2. Who is the incumbent agency? How long have they held the contract?

Answer: There is no incumbent agency.

3. Should responses include fee structures? If so, should it be based on media commission or a flat fee?

Answer: Yes, either one based on your offers.

4. What is the total media budget and how many different campaigns are expected?

Answer: Estimated at \$125,000.00 annually. We may have multiple campaigns throughout the year but most likely 2-4 per year.

5. Is that budget just for media or is that budget also for the agency commission?

Answer: \$125,000.00 includes the entire budget, media and commissions.

6. How does the proposal cost example apply to the evaluation criteria? Does it apply only to Component E (the most advantageous and prudent methodology and costs as determined by the county)?

Answer: Yes. The cost example shows how the points are assigned to Component E.

7. Will the county be providing the creative materials that the media company will be placing?

Answer: Yes.

Firms interested in submitting a proposal, must respond with complete information and **deliver on or before 1:45 pm CST, Tuesday, March 8, 2022**. Late proposals will not be accepted and will not receive consideration for final award.

PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM ON THE PROPOSAL RESPONSE PAGE.

Joseph Thomas

Joseph Thomas, CPSM, CPSD, C.P.M.
Director of Purchasing

JT/ch