



MINNESOTA STATE COLLEGES AND UNIVERSITIES

CENTURY COLLEGE

MEDIA BUYING SERVICES

ADDENDUM NO. 1

The Proposal due date of September 25, 2023 will not change as a result of this Addendum.

CLARIFICATIONS/QUESTIONS:

1. How does the budget of \$80K-\$150K detailed within the RFP compare to previous years' expenditures?
 - This budget is in line with the previous year's expenditures for the services of media planning, reporting, media buying and media payment management.

2. The Scope of Work mentions ongoing performance reports. In the Pricing Structure section, "monthly reporting" is referenced. Is a monthly performance report the preferred cadence for reporting by the Century College team?
 - A monthly performance report would be the expectation during active campaigns. A final campaign report would be the expectation following the conclusion of a campaign.

3. The title of the RFP is for Media Buying Services and the RFP details a supplemental need for Media Planning and Reporting services. The Pricing Structure details projected annual budgets to include fees for media buying, monthly reporting, and cost of purchased media. Is there another budget to offset fees associated with planning (time and/or resources)?
 - The expectation is that the media agency would be responsible for media planning, reporting, and facilitating and managing media buys and media payments. There would be a budget for those service fees, which should be included in the response for the RFP. The College would have a budget to pay for the media costs as determined through the media plan developed.

4. As part of the RFP submission, is the expectation for the response to include a media mix recommendation?
 - The expectation is that as part of the media agency planning process, a media mix recommendation would be developed for each specific media plan/campaign.
5. As part of the RFP submission, is the expectation for the response to include a detailed approach (including an example) for measuring results?
 - The expectation would NOT be a detailed approach for measuring results but rather a general overview with information regarding how measuring results could inform future media plans.

The above ADDENDUM shall be attached to and become part of the bid. Receipt of this Addendum shall be acknowledged by including it with the bid. Failure to do so may subject BIDDER to disqualification.

END OF ADDENDUM NO. 1