

STATE OF ALASKA RFP NUMBER 2022-0700-4945
AMENDMENT NUMBER 1



Department of Labor & Workforce Development
Division of Administrative Services, Procurement
1111 W. 8th Street, Suite 306
Juneau, AK 99801

THIS IS NOT AN ORDER

DATE AMENDMENT ISSUED: September 7, 2021

RFP TITLE: DETS Marketing Campaign

RFP OPENING DATE AND TIME: September 22, 2021 at 2:00 pm Alaska Time

This amendment is being issued to provide responses to questions received from prospective vendors.

- Q1 Will you accept resumes as attachments and not have them count toward the page limit?
A1 The page limits described in Section 4 of the Request for Proposals are for all information being submitted to respond to each of the evaluation criteria.
- Q2 Will you accept a portfolio of work/creative examples? If not, may we include links to creative samples within our proposal?
A2 See answer to Question #1 above
- Q3 May we include a sample media plan as an attachment and not have it count toward our maximum page count?
A3 See answer to Question #1 above
- Q4 We have several contracts with the State of Alaska that allow us to collect commission on "commissionable" media in lieu of charging hourly fees. Regarding media placement, is the State not allowing the agency to collect commission on the media placed?
A4 Yes, the State intends to compensate the successful vendor for work done on media through the hourly fees established in the contract.
- Q5 If we add contract personnel on the last page of the Cost Proposal, how will their rates be evaluated as part of the cost?
A5 Rates submitted in the "Additional Services" section of the Cost Proposal will not be evaluated. They are being requested to allow for additional services that may be needed during the life of this contract and that weren't identified during the preparation of this solicitation.
- Q6 Is the total contract budget \$150,000 per year or is it \$150,000 for the life of the contract?
A6 The estimated budget shown in Section 1.02 is for the entire life of the contract, including the base contract year and both renewal options.

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- Q7 Where do we add space for subcontractors and their costs or will they not be considered as part of the Cost Proposal?
- A7 Work performed by subcontractors should be submitted on the appropriate line on the Cost Proposal.
- Q8 Will the budget for paid media be included in the \$150,000 or will that be billed outside of the contract/not count toward the total authority of the contract?
- A8 The amount shown for Deliverable #4 on the Cost Proposal is included in the estimated budget shown in Section 1.02.



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