

STATE OF ALASKA

Department of Public Safety
Division of Administrative Services



Media, Communication, and Advertising Services

RFP 2026-1200-0165

Amendment # 1

January 28, 2026

This amendment is being issued to extend the deadline to submission of proposals, update the language of Section 4.03, and to answer questions received.

Important Note to Offerors: You must sign and return this page of the amendment document with your proposal. Failure to do so may result in the rejection of your proposal. Only the RFP terms and conditions referenced in this amendment are being changed. All other terms and conditions of the RFP remain the same.

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COMPANY SUBMITTING PROPOSAL

AUTHORIZED SIGNATURE

DATE

Changes to the RFP:

Change 1: Deadline for submission of proposals has been extended to February 3, 2026, at 4:30 p.m. AKST.

Change 2: Update the language in Section 4.03 Experience and Qualifications, "Offerors must provide a narrative description of the project team and a personnel roster that identifies each person who will actually work on the contract and provide the following information about each person listed:

- Title,
 - Resume,
 - Location(s) where work will be performed,
 - The number of estimated hours for each individual named above.”
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Questions submitted by potential offerors and answers from the state:

Question 1: Does the CDVSA currently possess a library of raw footage, photography, or creative assets that the winning agency can utilize, or should we assume, all creative content must be shot/produced from scratch?

Answer: CDVSA and partner agencies have a limited amount of existing footage and graphics upon which this project might build.

Question 2: The RFP mentions an annual budget cap, approximately \$275,000; can you confirm is this amount is inclusive of campaign strategy, media production and direct media placement costs? If so, is there a target percentage or minimum spend requirement you expect to be allocated directly to media buys versus production?

Answer: Yes, \$275,000 is the full amount for all aspects of the contract. No additional money is currently anticipated.

Question 3: Seeking clarification on deliverables in Section 3.01 Scope of Work.

1. In this section there are two references to media plans. Are these plans one in the same, and if they are separate are both budgets to be included in the \$250,000 maximum media placement annually? The plans are referenced in number 3 and 6(b) as follows:
 - a. “Develop an annual media budget/spend plan each year. Show planning budget and ad-buys each month. Recommend most effective and cost-effective media outlets per region”
 - b. Attend the Media Community of Practice for DVSA providers and support the development of a broadly collaborative statewide media plan for the group?”
2. The second question seeks additional information regarding the definition of “influence” as listed in deliverables no. 11. Can you please elaborate on what kind of measurement would be satisfactory for the program to track influence as the program defines it and its relation to media buys

Answer: There are 2 different media plans referenced: one for CDVSA specifically, which is likely to be more detailed, and one for the media community of practice which will likely address general communications more broadly for the group.

Question 4: Section 1.02 Budget – In this section it specifies that the annual budget for ad-buys and printed materials shall not exceed \$275,000.00. However, it does not reference any necessary time for Client Services. Would you please confirm the total annual budget not to exceed \$275,000 should be inclusive of all services and purchase as related to this contract?

Answer: \$275,000 is the full budget for the project. A portion of the contract can and should be used for client services. Please note this amount in your cost proposal.

Question 5: Seeking clarification in discrepancy between Section 4.03 Experience and Qualifications and Section 5.01 Summary of Evaluation Process. On page 22, number 3 the RFP state that “Each technical proposal will be sent to the PEC. No Cost information will be shared or provided to the PEC”. However, on page 19 on the fourth bullet under Experience and Qualifications the RFP request that offerors “Itemize the total cost and the number of estimated hours for each individual names above”. Would you please confirm offerors are not to include any references to cost in the technical proposal and that all references to cost should only be included in the cost proposal?

Answer: See change 2.

Question 6: Cost Proposal: For number 3, printed materials, is this to be an estimate of production costs, printing cost, or both? If printing costs are to be included, could you provide a quantity or additional information to help prepare an accurate estimate?

Answer: The contractor will set aside \$25,000 for creating and printing materials including the Annual Report. The Annual Report is a one-page (double sided) document that we distribute to the legislature and other events. Additional printed materials will include brochures and flyers to raise awareness of events and awareness months.
