STATE OF ALASKA

Department of Revenue
Alaska Permanent Fund Corporation

Communications Support Services

RFP 2026-0400-0285

Amendment # 3

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This amendment is being issued to answer questions

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Questions submitted by potential offerors and answers from the state:

Question 1: If we utilize a subcontractor for a portion of our work, i.e. web developer or video production, does the subcontractor need to carry the same insurance load as outlined in the RFP for the communications firm?

Answer: If a contractor elects to utilize subcontractors (e.g., for web development or video production), those subcontractors are expected to carry the same liability coverage as the contractor. The contractor remains responsible for ensuring that all subcontractors meet applicable requirements and for the overall performance of the contract.

Question 2: The cost proposal requests a monthly fixed rate for social media and digital content management, including content development. A retainer is usually based on KPIs or, at least, a set number of posts per month. Is there a predetermined cadence to social media posts? i.e., Five posts per month?

Similarly, do we include video and/or graphic art production fees in the retainer for content creation of digital campaigns, or do you just want the labor fees for managing, negotiating, analytics, and reporting of digital campaigns? Do you know how many digital (static or video) ads you anticipate during the year?

Answer: APFC currently posts approximately 2–3 times per week, 8-12 times per month on both Facebook and Linked-In.

In partnership with the selected Offeror, APFC is open to refining its social media strategy and welcomes recommendations on an optimal posting cadence and approach aligned with industry best practices and established objectives.

For purposes of cost evaluation, proposers should base the monthly fixed rate on the following assumptions:

• The monthly retainer should primarily reflect ongoing services, including content platform, planning, content creation, post design, coordination, editing, posting on Facebook and LinkedIn, monitoring, analytics, and reporting.

• Post design: for consistency in evaluation, assume 2 original post designs and 8 posts utilizing pre-designed templates per month.

• Content Creation: for consistency in evaluation, assume content creation for 6 posts per month.

• Costs associated with larger or discrete production efforts (e.g., video production, graphic template development, digital advertising, or paid advertising creative) will be identified separately and are not expected to be included in the monthly retainer

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Question 3: Section 4.07 asks for narrative statements on creative execution of concepting an annual report. Section 5.07 asks evaluators how strong and cohesive the proposed Annual Report concept and narrative is. What is the expectation of the team regarding concepts - does an overview of the direction work; or, are suggested concepts (spec work) with visuals expected?

Answer: Offerors should provide a clear, cohesive narrative describing their proposed Annual Report concept, including the overarching theme, messaging approach, and design concept. Offerors are encouraged to include conceptual illustrative materials (e.g., sample messaging, mood boards, sample layouts, or visuals) to demonstrate how the concept could be expressed. Emphasis is on the strength, clarity, and cohesion of the concept, as well as the Offeror’s ability to articulate an integrated approach to creative execution, stakeholder accountability, and effective communication with public audiences.
