



Commonwealth of Pennsylvania

Date: **03/22/2013**
Subject: **RFQ for Public Relations Services**
Solicitation Number: **6100024705**
Opening Date/Time: **04/10/2013 / 10:00AM**
Addendum Number: **3**

To All Suppliers:

The Commonwealth of Pennsylvania defines a solicitation "Addendum" as an addition to or amendment of the original terms, conditions, specifications, or instructions of a procurement solicitation (e.g., Invitation for Bids or Request for Proposals).

List any and all changes:

This notification seeks to clarify procurement policy relative to questions 26 and 37 and the answers thereto which were provided in addendum #2 to RFQ 6100024705.

26. Q. Is your advertising work and media buying included in the \$4M budget?

A. Yes. (The \$4M budget is subject to the appropriations that are approved by the Pennsylvania legislature for the 2013-14 Fiscal Year which will take effect July 1, 2013.

37. Q. On page 14 of the RFQ, it states that "the fee will be paid on an all-inclusive monthly retainer." Does that mean that there will be no media commission for media purchased on behalf of the agency, as is typical for an advertising contractor?

A. Advertising and media buying are included in the \$4M budget, which is subject to the appropriations that are approved by the Pennsylvania legislature for the 2013-14 Fiscal Year which will take effect July 1, 2013. There will be no media commission for media purchased under the contract.

Clarification of answers to questions 26 and 37:

The Commonwealth has in place Statewide Requirements Contract 4400006978 for Media Planning services. The services covered under contract 4400006978 include media buying and placement services. All Executive Agencies, Boards and Commissions are required to use this contract when procuring these services. Therefore, any contractor that is chosen through this RFQ process would not be performing media buying and placement services. Should the chosen contractor determine that a paid advertising effort is appropriate, that contractor would be required to work in coordination with the Contracted supplier under contract 4400006978 for all such services. The expenditures for these services are included in the \$4M budget and would be paid to the appropriate contracted entity.

For electronic solicitation responses via the SRM portal:

- Attach this Addendum to your solicitation response. Failure to do so may result in disqualification.
- To attach the Addendum, download the Addendum and save to your computer. Move to "My Notes", use the "Browse" button to find the document you just saved and press "Add" to upload the document.
- Review the Attributes section of your solicitation response to ensure you have responded, as required, to any questions relevant to solicitation addenda issued subsequent to the initial advertisement of the solicitation opportunity.



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For solicitations where a “hard copy” (vs. electronic) response is requested:

- Attach this Addendum to your solicitation response. Failure to do so may result in disqualification.
- If you have already submitted a response to the original solicitation, you may either submit a new response, or return this Addendum with a statement that your original response remains firm, by the due date to the following address:

Office of Chief Counsel
Department of Community and Economic Development
Commonwealth Keystone Building, 4th Floor
400 North Street
Harrisburg, PA 17120-0225
Attention: Irina Khachaturova

Except as clarified and amended by this Addendum, the terms, conditions, specifications, and instructions of the solicitation and any previous solicitation addenda, remain as originally written.

Very truly yours,

Name: Irina Khachaturova
Title: Issuing Officer
Phone: 717-720-1435
Email: ikhachatur@pa.gov