

RFO 2014-02:
Newspaper Insert
 Final Response to Questions
 09/05/2014

No.	Question	Response
1	Is this bid price to include the estimated media insertion costs OR just a media plan (p. 11 par. 3; p. 12 item e)?	The price includes both the insertion costs and the media plan.
2	Regarding the media plan: Do you have any direction about the target audience, demographically and regionally?	The target audience for the English publication is African Americans and Millenials and Latinos. For the Spanish publication, the target audience is Latinos. This publication will be distributed throughout all regions of California.
3	What is your target date or date range for completion of this piece?	11/1/14
4	What is your target date or date range for distribution of this piece?	11/5/14 –3/31/15
5	On 1-I Bidder Declaration, what should be the "Solicitation Number"? (RFP 2014-02 cannot be typed into this field)	You do not need to include the solicitation number on this form.
6	Can you provide a blank copy of 2_B Exhibit A - Scope of Work?	One is available online in the Attachment 2 Folder.
7	Can you provide copies of Attachments 1-J, K, L and 2-H	These are not required attachments for your response. They are not part of this RFP.
8	On Attachment 1-D Staff Experience Summary Form, it appears you want experience to be listed project by project, whereas our employees are not contracted and so this does not seem to apply. Should we simply list dates of employment in the "Project Start Date and End Date" column and skip the "Proposed Staff Start Date and End Date" and "Project Total One-Time Cost" columns?	The purpose of those fields is to understand how long staff worked on the project and the total project amount.
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		
26		
27		
28		
29		