



Board of Education

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NOTICE OF ADDENDUM

ADDENDUM #1

FOR REQUEST FOR PROPOSALS FOR QUALIFIED MARKETING SERVICES

In response to RFI questions, the following will offer clarification and correction to the RFP specifications:

***FAILURE TO ACKNOWLEDGE THIS ADDENDUM IN YOUR PROPOSAL SUBMISSION WILL
RESULT IN THE REJECTION OF YOUR PROPOSAL.**

1. **Q.** Section VI, subsections B and C state that the award shall be made to the lowest base bid or the lowest net bid. This appears to conflict with the 100-point rating form in Section XIII and the best interest standard in Section XIV. Please confirm which governs the award.
A. We evaluate and award by the 100-point rating form. The base bid/provided price is the cost considered in the scoring criteria.
2. **Q.** Section XI, item 8 requires evidence of work performed within Ocean County, NJ. May an agency without prior Ocean County engagements satisfy this item by demonstrating an understanding of the scope of work with similar entities?
A. Yes, the agency may do this. The score rubric will rate the experience with other bidders.
3. **Q.** The rating form allocates 10 points to the location. How is distance measured and scored, and is there a distance threshold beyond which points are not awarded?
A. Points are awarded in relation to other bids submitted.
4. **Q.** Selection criterion 2 references experience with NJ public and vocational school districts. Will experience with vocational and technical education agencies in other states be evaluated under this criterion?
A. Yes. The score rubric will rate the experience with other bidders.
5. **Q.** For media buying and placement, will the awarded agency be expected to place and pay media directly and invoice the district for reimbursement, or will the district contract and pay media vendors directly?
A. Pay media directly.
6. **Q.** Section I, subsection F states that attachment of additive information not required by the specifications may be cause for rejection, while Section XI requires case studies and references. Are appendices containing work samples, case studies, and team biographies permitted?
A. Yes.

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