

MONTGOMERY COLLEGE - OFFICE OF PROCUREMENT  
REQUEST FOR PROPOSAL TITLE: MEDIA BUY SERVICES PROVIDER  
RFP NUMBER: E524-024  
RFP CLOSING DATE AND TIME: JULY 19, 2024 at 3:00 P.M.



**ADDENDUM #1**

Issued: July 3, 2024

**ADDENDUM FOR THE PURPOSE OF:**

1. To extend the RFP closing date and time to July 19, 2024 at 3:00 pm Eastern Standard Time.
2. To provide College response to vendor questions.

**All other specifications, terms and conditions remain unchanged.**

A handwritten signature in black ink, appearing to read 'Patrick Johnson', written over a horizontal line.

**Patrick Johnson, MBA, CPPB**  
Director of Procurement

Please **sign** below to acknowledge receipt of this Addendum and return with the proposal. Failure to return this Acknowledgement of Addendum may deem a proposal nonresponsive.

**NOTE:** All proposals **MUST BE RECEIVED electronically** by 3:00 PM Eastern Standard Time on July 19, 2024.

Electronic proposal and addendum or addenda shall be sent to the following email address prior to the submittal deadline date and time: [vendor.proposals@montgomerycollege.edu](mailto:vendor.proposals@montgomerycollege.edu). **No responses will be accepted after this date and time.**

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed/Typed Signature

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QUESTION:	ANSWER:
1.) Will Montgomery College accept proposals from DC based firms?	Yes.
2.) Is the \$800,000 budget inclusive of agency fees?	The \$800,000 budget needs to cover both the ad spend and the agency fees.
3.) What is the reason or motivation behind the release of this RFP?	This new bid was issued because the scope of work changed.
4.) Will finalists be given the opportunity for oral presentations?	Yes. Pursuant to Section 4.1.2e, <b>Oral Presentation/Interview</b> , the top three (3) Offeror's with the highest technical scores will be invited to give a presentation of their proposed plan, timeline, capabilities, etc., as a part of the evaluation process.
5.) Can the email submission include download links? (Otherwise, the file size may be too large to email.)	Yes, download links can be included.
6.) Who is the incumbent agency/provider?	JL Media.
7.) Will preference be given to in-state proposers?	No.
8.) Referencing <b>Page 5, Section 1.20</b> , is the College open to waiving the Comprehensive Automotive Liability requirement for proposers who do not have company vehicles?	Yes, the College is open to waiving the Comprehensive Automotive Liability requirement for proposer who do not have company vehicles.
9.) Referencing <b>Page 15, Section 5.2.11</b> , what are the College's expectations for in-person meetings? Is teleconferencing acceptable?	Page 15, section 5.2.11 is about the pricing proposal. Information about meetings in in section 2 of the scope of work and virtual meetings are acceptable: <b>2.3.4 Strategic Counsel and Reporting</b> Provide strategic media buying and creative counsel for Montgomery College through virtual monthly meetings and regular communication through email. 2.3.4.1 Present virtually twice annually to leadership and staff to discuss media buying process, placement strategy, and results.
10.) Referencing <b>Page 16, Section 6</b> , should agency service fees be included under "Related Consulting Fees"? May we include a flat rate for services such as strategic planning, or must all fees be hourly?	The agency fees should be included in the answer to item 1 in the Standard Commission Fee (based on the percentage of media buys). That would be the rate for the services.
11.) Is your budget inclusive of agency fees? Or is this just for ad placement?	The \$800,000 budget needs to cover both the ad spend and the agency fees.

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<p>12.) Have you worked with any agencies in the past? If so, what did you like or not like about your experience?</p> <ul style="list-style-type: none"> <li>- What do you hope your next agency will be better at?</li> <li>- Will they be participating in this RFP?</li> </ul>	<p>Yes, we have worked with agencies in the past. It is appreciated when we are provided with clear insights, direction, and data on how to improve and secure the best ROI. The current agency will be participating in this RFP.</p>
<p>13.) Who are your top competitors?</p>	<p>We have many competitors, four-year schools, such as the University of Maryland for example. Although, we often hear from prospective and current students that we are competing with other life situations (such as students needing to work multiple jobs and not enough have time to go to school).</p>
<p>14.) Will creative be provided by your in-house team, or are you looking for the selected agency to lead this? (Either works for us)</p>	<p>Creative will be provided by MC's in-house team.</p>
<p>15.) What channels are you currently utilizing for your paid media efforts?</p>	<p>A mix of traditional and digital: programmatic, search, audio, cable/CTV, print, OOH, social media.</p>
<p>16.) Do you have quantified goals for our efforts? (i.e., enrollment numbers, applications started/submitted, etc.)</p>	<p>Marketing efforts are tied with the enrollment management plan, which includes a goal of achieving a 12% average increase in enrollment by the end of FY25.</p>
<p>17.) What are the three biggest pitfalls of your marketing initiatives thus far?</p>	<p>I don't know what the three biggest pitfalls are, though it would always be ideal to have more staff members to assist with marketing efforts.</p>
<p>18.) Which marketing initiatives/campaigns/channels have you seen the most success with that you'd like to retain? Which have been the weakest?</p>	<p>Search continues to yield good results and we would like to continue with search ads. X (Twitter) did not result in good ROI and we removed it from the advertising mix.</p>
<p>19.) Are there any particular programs that you are hoping to see grow more through the selected agencies efforts?</p>	<p>We are currently reviewing academic programs and areas that could use additional advertising efforts. The list is still being gathered and is not ready to share at this time.</p>
<p>20.) How is your current media budget split between traditional, OOH, and digital channels?</p>	<p>Approximately 50% digital, 25% out of home, 25% traditional.</p>

\*\*\*\*\*END OF QUESTIONS AND ANSWERS\*\*\*\*\*