



State of New Jersey

DEPARTMENT OF THE TREASURY
DIVISION OF PURCHASE AND PROPERTY
PURCHASE BUREAU
P.O. Box 230
TRENTON, NJ 08625-0230

JAMES E. MCGREEVEY
Governor

JOHN E. MCCORMAC, CPA
State Treasurer

TELEPHONE (609) 984-6241/TELEFAX (609) 292-5170

WEB SITE:
WWW.STATE.NJ.US/TREASURY/PURCHASE

February 24, 2004

To: All Interested Bidders

Re: RFP #: 04-X-35825

Advertising, Outreach & Public Relations Services
Child Support and Related Programs, DFD
Bid Due Date: **March 17, 2004** (2:00 p.m.)

ADDENDUM #1

The following constitutes Addendum #1 to the above referenced solicitation. This addendum is divided into the following parts:

Part 1: Answers to questions.

Part 2: Additions, deletions, clarifications and modifications to the RFP

Part 3: Bidders Conference Attendees

It is the bidder's responsibility to ensure that all changes are incorporated into the original RFP.

All other instructions, terms and conditions of the RFP shall remain the same.

Sincerely,

Christine Weiland

Christine Weiland

Team Leader

Purchase Bureau

E-Mail: christine.weiland@treas.state.nj.us

Phone: (609) 984-6269

Fax: (609) 292-5170

PART 1
Advertising, Outreach & Public Relations
Child Support and Related Programs, DFD
Bid Number 04-X-35825

Answers to Questions

Note: Some of the questions have been paraphrased in the interest of readability and clarity. Each question is referenced by the appropriate RFP page number(s) and section where applicable.

#	Page #	RFP Section Reference	Question	Answer
1.			Can the Document Review Room remain operational for a longer period of time?	DFD has agreed to keep the Document Review Open through 4:00 p.m. on February 27, 2004. Please follow instructions stated in RFP, section 1.3.5 Document Review Room to schedule an appointment.
2.			Can deliverables such as printing be marked-up?	It is not allowable to provide mark-ups for other than the media placement which is a commission. Items not defined in the price sheets are pass through items. All bidders must complete the price lines as required. The rates bid in the Unit Price column must be the same for each assignment. The budgets may differ but the Unit Price for the same category of labor or commission shall not.

PART 2
Advertising, Outreach & Public Relations
Child Support and Related Programs, DFD
Bid Number 04-X-35825

Additions, Deletions, Clarifications and Modifications to the RFP

#	Page #	RFP Section Reference	Additions, Deletions, Clarifications and Modifications
1.	18	3.6.2, Preparation of Materials	The second sentence shall be changed to: "Tasks shall be completed, in accordance with the annual work plan, within 30 days of task assignment to the contractor."

SIGN-IN-SHEET - (PLEASE PRINT)

MANDATORY SITE INSPECTION/PRE BID CONFERENCE

PAGE

NJ Purchase Bureau
33 West State Street
9TH Floor bid room
Trenton, NJ 08625

TIME: 9:30 a.m.

NUMBER : 04-X-35825

CONFERENCE DATE : February 20, 2004

T-NUMBER : T1699

Advertising, Outreach & Public Relations
Child Support and Related Programs, DFD

REPRESENTATIVE - (PLEASE PRINT)

COMPANY - (PLEASE PRINT)

TELEPHONE #

John Washington

Jordan Smith Company

856-722-0594

Conchita Burpee

Jafar H. Say

(609) 688-1542

Suzie Mulvaney

Nancy Becker Associates/
Public Relations

(609) 394-7477

Arlene Probst

TJ Associates

609-745-0936

Lisa Ginter

MBL-Glucksman

392-8383

Debra Elwood

Elwood Studio

732-469-2003

WANDA WEBSTER STANSBURY

Management Interventions
Inc

609-6559701

Cindy Williams

Car Management

856-955-8331

Kevin C. Jones

Harley Jones Scotland

973 483 4020

SIGN-IN-SHEET - (PLEASE PRINT)

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Advertising, Outreach & Public Relations
Child Support and Related Programs, DFD

REPRESENTATIVE - (PLEASE PRINT)	COMPANY - (PLEASE PRINT)	TELEPHONE #
Lynn Holban Holban@stargroup1.com	The STARR Group 856-468-5500	856-468-2010 lynn holban
Shauna Resare	C3 Strategies	609-394-0888
Peggy Mstale	Consultants LLC	908-803-5934
Bill Keeney	OKFORD COMM	609-397-7242
Nick Rappas	World Internet Mktg Inc	973-252-0999
Michael Esterez	Winning Strategies Public Relations	973-799-0800
Skinner Co Lawrence	C Group, LLC	(609)792-4557
Danielle Franciscans	PSC	800-767-6607 132
Robert Fisher	PSI	856-216-0519
TRAT GUIDOTTI	RWK CONSULTING	609-880-1837

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Advertising, Outreach & Public Relations
Child Support and Related Programs, DFD

REPRESENTATIVE - (PLEASE PRINT)	COMPANY - (PLEASE PRINT)	TELEPHONE #
Sandy Weck	DAVA COMMUNICATIONS	609-466-9187 ^x 127
LARRY FREEMAN	The Lunar Group, Inc	973-334-8306 x21
Don Wenzel	Wenzel + Company	609-737-9200
Donna Simon	WMSH Marketing & Comm.	956-616-2886
Donna Simon	JAVUS Solutions	601-966-0200
Margie Landis	Princeton Partners	609-452-8522
Megan McWilliams	Purple Ink.	973-299-6102
Susan Hurvart	WSA	856-727-1200
PAUL C. HARRIS	VISIONARY BUS SOLUTIONS Pha 176 06 34 @book.com	(856) 995-4072
Jesse Kufka	Management Intervention, Inc	609 695-9701

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MANDATORY SITE INSPECTION/PRE BID CONFERENCE

PAGE

NJ Purchase Bureau
13 West State Street
1TH Floor bid room
Trenton, NJ 08625

TIME: 9:30 a.m.

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CONFERENCE DATE : February 20, 2004
T-NUMBER : T1699
Advertising, Outreach & Public Relations
Child Support and Related Programs, DFD

REPRESENTATIVE - (PLEASE PRINT)

COMPANY - (PLEASE PRINT)

TELEPHONE #

John Gajeski

Somerset Technology Group, Inc

973-848-0900