



State of New Jersey

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February 8, 2017

To: All Interested Bidders

**Re: RFQ AK-040
Opioid Advertising Services**

**Electronic Question Submission period is now closed.
Quote Submission Due Date: February 15, 2017 (2:00 p.m. ET)**

Addendum #2

The following constitutes Addendum #2 to the above referenced RFQ:

- This Addendum includes answers to questions.

It is the sole responsibility of the Bidder to be knowledgeable of all of the additions, deletions, clarifications, and modifications to the RFQ and/or the New Jersey Standard Terms and Conditions relative to this RFQ as set forth in all Addenda.

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

**RFQ AK-040
Opioid Advertising Services**

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 RFQ page number(s) and section where applicable.

#	Page #	RFQ Section Reference	Question (Bolded) and Answer
1	Page 11	Section 3.1	<p>The document states the contract “ending June 30, 2017.” Is that a typo or are there contract extensions involved?</p> <p>Pursuant to RFQ Section 3.1, beginning on approximately February 21, 2017 and ending on approximately June 30, 2017, <i>the Contractor shall develop an advertising campaign.</i> (Emphasis added.) Contract term and extension option details are included in Section 5.2 of the RFQ.</p>
2	Page 25	Section 4.4.3.1 B	<p>Please confirm that the Media plan should be based on a campaign running Feb 21, 2017 – ending approximately June 30, 2017.</p> <p>Confirmed. Pursuant to RFQ Section 4.4.3.1 B.1, the Bidder shall submit a comprehensive plan that describes an advertising and public relations campaign for a period beginning approximately February 21, 2017 ending approximately on June 30, 2017.</p>
3	Page 11	Section 3.2 C	<p>Are you requesting that all of these elements to be executed by the bidder or should the bidder propose recommendations to best meets the RFP goals?</p> <p>The campaign tasks listed in RFQ Section 3.2 C and throughout RFQ Section 3 are all requirements that must be completed by the awarded Contractor. Bidder submission requirements are detailed through RFQ Section 4, with Sample Campaign requirements specifically detailed in RFQ Section 4.4.3.1 B.</p>
4	Page 12	Section 3.2 F. 1	<p>Can you clarify what is meant by sponsorship?</p> <p>Sponsorship refers to support of an event that enhances the plan.</p>
5	Page 30	Section 4.4.5.1 C	<p>A. Please confirm that the campaign budget listed for \$2million is hypothetical.</p> <p>B. Can you provide the actual budget range for the entire campaign/services requested?</p> <p>C. May we propose budgets/costs to meet the campaign goals if different than the specified budget?</p> <p>A. The hypothetical campaign budget is up to \$1,000,000 as stated in RFQ Section 4.4.5.1 C, as well as RFQ Section 4.4.3.1 B and on the Price Sheet/Schedule Parts A and C ;</p> <p>B. The anticipated campaign budget is substantial; and</p> <p>C. Bidders must complete the Price Sheet/Schedule Parts A-D as instructed on the Price Sheet/Schedule and as required pursuant to RFQ Section 4.4.5.1 A-D. As stated on the Price Sheet/Schedule, “The Campaign Scenario included in Section 4.4.3.1 is for evaluation purposes only. The sample budget will not be the price paid to the Bidder awarded the Contract resulting from this RFQ. However, price lines provided for the sample campaign will be the price lines used for actual campaigns under the Contract.”</p>

#	Page #	RFQ Section Reference	Question (Bolded) and Answer
6	Page 31	Section 4.4.5.1 D	<p>A. It asks us to share an estimate for a brochure, logo, tagline as it relates to this project. Is it a requirement of the campaign that a brochure, logo and tagline be developed for this campaign?</p> <p>B. If so, are these all of the elements you are requiring for or are there any others?</p> <p>A. As detailed in Part D of the Price Sheet/Schedule, Bidders must include a schedule with the estimated number of hours by labor title that would be required to develop brochures, posters, logos, and taglines; and</p> <p>B. For the purposes of this campaign, all current campaign elements are included on the Price Sheet/Schedule.</p>
7	Page 25	Section 4.4.3.1 B	<p>A. Can the sample concept be for work completed for similar campaign instead of original spec work?</p> <p>B. If original spec work is required, will the spec campaign developed for the response be used for the immediate launch of the campaign?</p> <p>A. It is expected that the sample concept will be original;</p> <p>B. It is anticipated that the Sample Campaign will be utilized in some capacity for the February 2017 campaign launch.</p>
8	Page 20	Section 4.4.2	<p>How can Bidders download the Consolidated Waivered Services Packet?</p> <p>Below is a direct link to the packet as provided in RFQ Section 4.4.2:</p> <p>http://www.state.nj.us/treasury/purchase/forms/WaiveredServicesPacket.pdf</p>
9	Page 11	Section 3.2	<p>It appears that you are requiring a complete plan including specific media, reach & frequency, impressions, etc. then on page 25 it says the plan MAY include details such as a media schedule, electronic media with estimated gross impressions, radio reach, etc. Please clarify the extent to which a media plan needs to be included.</p> <p>Please refer to answer #3 above. Requirements for the Bidder's Sample Campaign are included in RFQ Section 4.4.3.1 B; Requirements for the Contractor campaign are included throughout RFQ Section 3.</p>