

Marketing, Communication and Training Strategies



Q1. Section 4.2.5.4 VENDOR CERTIFICATIONS, Page 18 or 28

Will one attestation suffice for sections 4.2.5.4.1 – 4.2.5.4.6 or should these be separated into separate attestations?

R1. Separate attestations are required.

Q2. Section 5.0 COST PROPOSAL, Page 21 of 28

This section asks for an itemized budget of materials and services needed to develop and implement a media plan. However, a media plan is not specifically mentioned in the Scope of Work. Please clarify.

Also, we are assuming we should submit detailed cost estimates for other services components listed under the Scope of Project. Please confirm.

R2. Section 5.0 should read: Vendors must include an itemized cost proposal to develop and implement the proposed marketing, communication and training strategies. All produced materials will become the property of the Department. See AMENDMENT #1.