UNIVERSITY MEDICAL CENTER OF SOUTHERN NEVADA
RFP No. 2012-16
Advertising and Marketing Services
May 2, 2012

ADDENDUM NO. 1

Questions / Answers

A. Question and Answers

1. Just wanted to clarify on the actual binding of the RFP if a saddle-stitch would be preferable?
   A: See changes below.

2. Also, it states the binding should be on the short edge and I was wondering if that meant to state the long edge since you all are requesting tabbed dividers as well.
   A: See changes below.

3. On the Fee Schedule, do you just need more of a "budget" range in "Direct Cost" sections terms of how we would segment that budget on the Fee Schedule? At this point, we don't really have enough information to truly give a true estimate of these costs until further discussion is held with the client on the projects we would execute. As I understand it from the Scope, this could include paid media costs all the way down to promotional items.
   A: For the "Other Direct Costs" leave this block blank. Instead of an estimate provide a statement on how your company will provide quality products while controlling the costs.

4. In your deadlines for deliverables, you list May 7 as the Last Day for Addendums, could you please provide more information as to what is meant by "Addendums"?
   A: Addendums will be used to make changes to the RFP or provide additional information concerning the process. May 7th is my deadline to get this information out to the prospective responders.

5. The plan should include a 32 Months (two (2) year and eight (8) months) overview and specific descriptions for plan's first year. Could you please provide the start date of the plan? Ideally, when should the campaign start? We may assume that November 1, 2012 is the date the new agency begins leading the account based on your deadlines list; however, when may we assume the actual campaign starts?
   A: The current contract expires October 30, 2012 and the selected agency (new or incumbent) will begin on November 1, 2012, we wouldn't want to be dark in the market for too long, so a December 1, 2012 date or sooner would be ideal.

6. What is the demographic that you would like us to plan against for the media planning and buying?
   A: Insured families

7. Why is there a 2 month period between contract approval and start date?
   A: Our current contract expires October 31st, 2012.

8. Are there any seasonal funding/public relevance/public opinion skews on a local/regional basis that could influence campaign start date?
   A: No

9. If there are "minority" hiring quotas that are not currently met? Do we have the opportunity to commit to staffing accordingly?
   A: No

10. May we have access to any existing market research, an overview of the current state of their business, your current business plans in order to adequately plan? Can we get copies of these upon signing an NDA?
    A: This research is not public record and cannot be released.

11. Is absence of employee residence in Clark County Nevada a disqualifier? Will a commitment to hire qualified residents of Clark County suffice?
    A: No, Yes

12. Historically, what has been the budget apportionment across media, production, and agency fees?
    A: This research is not public record and cannot be released.

13. Intellectual Property / Copyrights--Who owns initial plans, creative work, etc. used for the evaluative "pitch" presentation? What are your policies in this regard?
    A: UMC would own intellectual property rights to plans and creative work if your company is awarded the contract.

14. Are all the insurance designations required?
    A: Yes

15. Who are your current agencies?
    A: B&P Advertising

16. With regard to any current agencies (or agencies that you have worked with in the past) (creative, strategy, media)—What are their strengths? Their weaknesses? Good solid handle on metric measurement and using data to make decisions + good follow through on ideas/initiatives.
    A: This research is not public record and cannot be released.

17. What characteristics are you looking for a new agency?
    A: Creative and fiscally responsible ways to reach insured families while raising the overall perception of UMC.

18. What is your primary goal in the agency selection process?
    A: To find an agency that meets the capabilities in the statement of work and will use their superior talents to portray UMC as the best hospital in Nevada.

19. Are there any particular disciplines you are looking for to help you in the selection process?
    A: The evaluating team will compare the factors listed in section 18 of the RFP to the RFP responses to identify the best valued agency for UMC.

20. Who are the decision makers at each point in process?
    A: UMC will have an evaluation team that will make a recommendation for approval and the final approval will come from the Clark County Board of Commissioners sitting as the Hospital Board of Trustees.

21. What is your target demo?
    A: Insured families

22. Goals—what metrics will be using in the evaluation process? Do you have specific Cost Per Response or efficient GRP goals?
    A: The evaluating team will compare the factors listed in section 18 of the RFP to the RFP responses to identify the best valued agency for UMC.

23. Unit Length—do you have a predetermined unit length that you would like us to consider?
    A: No

24. Do you have any programming considerations that you'd like us to keep in mind?
    A: No

25. Are you accepting proposals for this RFP that can meet some of the services outlined in the *Scope:* section of the proposal, but not all of the services?
    A: UMC is looking to have a company that can provide all the services mentioned. However, subcontractors and/or partnering are acceptable.

Changes

Remove:

8. SUBMITTAL REQUIREMENTS

The proposal submitted should not exceed 75 pages. Other attachments may be included with no guarantee of review.

All proposals shall be on 8-1/2" x 11" paper bound with tabbed dividers labeled by evaluation criteria section to correspond with the evaluation criteria requested in Section 18. Double sided printing is accepted, flip on short edge. Binders or spiral binding is not preferred or required.

PROPOSER shall submit one (1) clearly labeled original paper copy, five (5) hardcopies of proposal and one (1) electronic copy of the entire proposal. The electronic copy shall be a replica of the hardcopies on a CD-rom in either PDF or Microsoft Word 2007. The name of PROPOSER's firm shall be indicated on the cover of each proposal.

All proposals must be submitted in a sealed envelope plainly marked with the name and address of PROPOSER and the RFP number and title. No responsibility will attach to OWNER or any official or employee thereof, for the pre-opening of, post-opening of, or the failure to open a proposal not properly addressed and identified. FAXED OR EMAILED PROPOSALS ARE NOT ALLOWED AND WILL NOT BE CONSIDERED.

The following are detailed delivery/mailing instructions for proposals:

Hand Delivery	U.S. Mail Delivery	Express Delivery (Preferred)
University Medical Center Materials Management Trauma Center Building 800 Rose Street, Suite 409 Las Vegas, Nevada 89106	University Medical Center Materials Management 1800 West Charleston Blvd Las Vegas, Nevada 89102	University Medical Center Materials Management 800 Rose Street, Suite 409 Las Vegas, Nevada 89106
RFP No. 2012-16 Advertising and Marketing Services	RFP No. 2012-16 Advertising and Marketing Services	RFP No. 2012-16 Advertising and Marketing Services

Regardless of the method used for delivery, PROPOSER(S) shall be wholly responsible for the timely delivery of submitted proposals to the Materials Management office. Responses delivered/signed to/by UMCSN's mail room or loading dock does not constitute the official time stamp.

Proposals are time-stamped upon receipt at the Materials Management office. Proposals submitted shall be time-stamped to later than 2:00:00 p.m. on the RFP opening date. RFPs time-stamped after 2:00:00 p.m., based on the time clock at the UMC Contracts Management office will be recorded as late, remain unopened and be formally rejected. PROPOSERS and other interested parties are invited to attend the RFP opening.

Replace with:

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All proposals shall be on 8-1/2" x 11" paper bound with tabbed dividers labeled by evaluation criteria section to correspond with the evaluation criteria requested in Section 18. Responses may be bound or held together by any means however binders or spiral binding is not preferred or required.

PROPOSER shall submit one (1) clearly labeled original paper copy, seven (7) hardcopies of proposal and one (1) electronic copy of the entire proposal. The electronic copy shall be a replica of the hardcopies on a CD-rom in either PDF or Microsoft Word 2007. The name of PROPOSER's firm shall be indicated on the cover of each proposal.

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Issue by

Should you have any questions, please contact me at (702) 207-8846 or via email at robert.maher@umcsn.com.

Issued by:

Rob Maher
Sr. Contract Management Analyst
UMC

Acknowledgement

*****All Proposals submitted shall include a signed copy of this addendum acknowledging receipt and understanding. Addendums shall not count towards the page limitation.***

Signature: _____

Title: _____

Company Name: _____

Date Received: _____