



DALLAS COUNTY PURCHASING DEPARTMENT

June 25, 2009

General Information No. 1 Bid No. 2009-092-4443 Production and Airing of a Radio Advertisement

THIS DOCUMENT IS BEING PROVIDED FOR GENERAL INFORMATION PURPOSES ONLY (THIS IS NOT AN ADDENDUM)

The Dallas County Purchasing Department has received and hereby provides for general information purposes only the following questions, County's responses and meeting notes obtained prior to and/or from the pre-proposal meeting.

Note: Dallas County will not be responsible for ensuring confirmation vendor receipt of this and/or any further acceptance of and/or responses to future questions prior to the solicitation opening date.)

Question 1: What is the total budget for the production and airing?

Response: \$75,000.

Question 2: I see that a tapscan is being requested. Will the awarded vendor be responsible for placing the 'actual' radio buy as well?

Response: I am sorry but at this time I can not give an appropriate answer. The question is not quite clear.

Question 3: On the tapscan schedule information, are you looking for a tapscan from each station? I.e, general market, AA, and Hispanic or is this a combined amount?

Response: Yes, we will need a separate one for each station that the commercial would be aired on in order to make sure we are reaching the ages and market that are being requested in the Bid proposal.

Question 4: Should the vendor fees be included in the spot production fee?

Response: The Proposal has been broken down to the following: Production of the Radio Advertisement and the Airtime for the Commercials any additional fees need to noted as other.

Question 5: In the proposal packet, do you need to see any company information or past projects?

Response: No not unless is it asked after further review of the bid proposal.

Question 6: Regarding the notation on page 11 that states the following:

Specify Payment Terms: % Days Net 30 Days

(All invoices are Net upon receipt in the Dallas County Auditor's Office

Can you specify what you are looking for? Is this stating what percentage of the total amount that we would need in Net 30?

Response: No Payment will be made upon satisfactory completion and sign off by the respective County Department within 30 days after receipt of the invoice. However, should your firm offer a percentage discount should payment be made sooner please indicate.

Question 7: Do you presently have a provider of these services?

Response: No not at this time.

Question 8: In the scoring summary on page 6 , item g. Points are received for having done business with Dallas County, in the past. Can you tell me the level of points?

Response: This is a bid no scoring is applied. However, Dallas County reserves the right to consider a vendor's past performance with Dallas County during the evaluation process.

Question 9: We have offices in San Antonio and Austin. Is your preference to have a provider in Dallas?

Response: The commercials will need to be aired the Dallas County area.

Question 10: Some of the line items listed on page 6 do not necessarily deal with advertising and media placement. Example: testing samples, products bid, supplies and maintenance. This bid proposal is basically for copywriting radio scripts, production of same and media planning and placement and distribution of messaging. How do we satisfy those line items for scoring when they do not apply to the requirements of the proposal?

Response: This is standard "boiler plate" language which when applicable will be used during the evaluation process.

Question 11: May we have a breakdown, by points, of items to be scored?

Response: This is a bid based on dollar and compliance with bid specifications and requirements, no points are assigned.