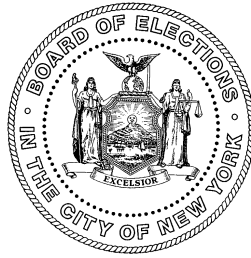


SIMON SHAMOUN
PRESIDENT
RODNEY L. PEPE-SOUVENIR
SECRETARY



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EXECUTIVE DIRECTOR
VINCENT M. IGNIZIO
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Acco

COMMISSIONERS

January 11, 2023

First response to questions from Vendors:

1. Are media and direct mail costs included in the \$1mm budget? **No**
2. Will the BOE consider a creative agency that will enlist the use of a media planning and buying partner? **Yes, but being selected under the RFP the Board cannot be required to use the media buying partner as the City already has in place contracts for placement of media and direct mailing that the Board uses.**
3. Will the agency selected be responsible for printing, trafficking and list maintenance of direct mail efforts? **No**
4. Could you let us know the length of the term of the engagement that would be within this contract? **A two year contract with a two year renewal at the discretion of the Board.**
5. Is it expected that the agency would also implement the campaign under this contract/budget? If yes, could you let us know for what time frame that would be? **The vendor under this contract is solely creative and would not procure media.**
6. It would appear to us that this is an RFP for mostly creative services, yet on page 3, item #10 under Scope of Services, it says "Placement of created ads in various types of media." Does this imply simply ensuring creative assets are received by media vendors or is there actual media placement as part of this RFP? **The vendor will not be procuring media placement but make sure the content is received**
7. In addition to conceptualizing, producing or developing public information and education campaigns to engage the public to inform them how to register to vote, when and where to vote, and recruit Poll Workers, will the selected vendor be expected to procure the media (i.e. negotiate the media buy)? If so, what is the budget allocation for the media procurement? **The selected vendor is not expected to procure media.**

