

23RFP005 Media Contractor
Addendum #1 Questions and Answers
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Question Number	Date Received	Question	Answer
Q1-1	01/19/2023 6:04 AM	(Can) companies from Outside USA can apply for this? (like,from India or Canada)	Refer to RFP Section IV.A Proposer Qualifications (page 5 of 10) for proposer eligibility requirements. Refer also to the evaluation criteria, specifically, demonstrated experience and proficiency "developing public health media campaigns and outreach in the southern Nevada media market," and "Southern Nevada population and geography."
Q1-2	01/19/2023 6:04 AM	(Do) we need to come over there for meetings?	Physical presence is required for meetings, media production, and other associated activities.
Q1-3	01/19/2023 6:04 AM	Can we perform the tasks (related to RFP) outside USA? (like,from India or Canada)	Some tasks could be performed remotely. Other tasks including but not limited to meetings, media production, and other associated activities require physical presence.
Q1-4	01/19/2023 6:04 AM	Can we submit the proposals via email?	Proposals must be submitted via email. Refer to RFP Section III.E Proposal Submission (page 4 of 10).
Q2-1	01/25/2023 9:28 AM	What PR services are needed?	The Health District's Office of Communications (OOC) handles public relations (PR) for the Health District. PR services required per the RFP for OCDPHP would be occasional (e.g., helping to coordinate or coordinating media presence at a public event/activity or securing program support from venues/businesses).
Q2-2	01/25/2023 9:28 AM	What percentage of the work would be considered PR?	Approximately 4% of the work would be considered PR.
Q2-3	01/25/2023 9:28 AM	Would the chosen firm collaborate with SNHD's in-house PR professionals?	Collaboration with OCDPHP staff on PR matters would be rare and situational.
Q2-4	01/25/2023 9:28 AM	Who is your current agency and how long have they been your agency?	Virgen Advertising Corporation has been OCDPHP's media contractor and has provided most of OCDPHP's media advertising and production services since 2009.
Q2-5	01/25/2023 9:28 AM	Why is an RFP being sent out? Is it just the end of an existing contract? Are you unhappy with your existing agency?	Recurring services such as this RFP are formally solicited at regular intervals, typically every three to five years. OCDPHP is generally pleased with the services provided by its current media contractor.
Q2-6	01/25/2023 9:28 AM	Is this RFP for just media services or do you need the other services listed as well (Section B, page 2 & 3)?	OCDPHP requires the services listed in Section II - Scope of Services (pages 2-3).

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Q2-7	01/25/2023 9:28 AM	Do you have a media and/or creative/production budget parameters for each program (chronic disease, tobacco control and special projects) or will they be based on grant funding? This will assist us in figuring out our commission and hourly fee structure.	Each OCDPHP program operates under a variety of mostly grant funding sources that fluctuate from year to year. Any contract resulting from this RFP will include one commission rate applied across all of the media regardless of the program or topic. The hourly rate(s) or retainer will apply across all of the programs consistently. Each topic will have a budget including production, media buys, and community events/sponsorships that will be provided to the selected media contractor. Budgets may vary from year to year and each topic/funding source may have different requirements.
Q2-8	01/25/2023 9:28 AM	Do you have any media/creative/production budget parameters for the overall SNHD work? This will assist us in figuring out our commission and hourly fee structure.	OCDPHP's media budget fluctuates depending on the various funding sources. OCDPHP's currently allocated media budget inclusive of retainer and commission for all funding sources is approximately one million dollars. Some funding sources will expire and/or may not be renewed.
Q2-9	02/01/2023 11:27 AM	Can you explain what this is? Page 5, Section A, 3. A valid Clark County "approved for Advertising business" license. We have a state and county business license. We have checked the Clark County business license website and can't find anything that refers to an "advertising business license".	To be eligible to submit a proposal, a Proposer must have an Advertising Business license from a jurisdiction within Clark County. For example, the City of Henderson has business license types, one of which is Advertising. Clark County's business license database also has an Advertising Business category.
Q3-1	11/30/2023 11:52 AM	Joint Effort with Another Agency: Is it possible to participate in the RFP as a joint effort with another agency, or will the second agency be considered a subcontractor?	It is OCDPHP's intention to award a contract to only one agency. Any awarded contract will be between OCDPHP (the Health District) and one agency (the Proposer). A Proposer may include the use of subcontractors in its proposal. The Proposer must explain why the subcontractor(s) will be used and specify which work will be performed by the subcontractor(s). Subcontracting must be preapproved by OCDPHP.
Q3-2	11/30/2023 11:52 AM	Budget for Media Buying: I noticed no reference to the budget in the media buying section of the RFP. Could you please provide additional information on this?	OCDPHP's media budget fluctuates depending on the various funding sources. OCDPHP's currently allocated media budget inclusive of retainer and commission for all funding sources is approximately one million dollars. Some funding sources will expire and/or may not be renewed.

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Q3-3	11/30/2023 11:52 AM	Spanish Media Budget: Is there an additional budget for Spanish media, or what percentage of the total budget would be allocated to Spanish media?	Each grant funding source has different requirements. Some may require Spanish language media and some may not. It is situational and cannot be predicted. Approximately 20% of OCDPHP's 1 million dollars currently allocated media budget is dedicated to Spanish-language media.
Q4-1	2/1/2023 9:09 AM	How many agencies are included in the RFP? Will this be disclosed prior to final RFP submission?	23RFP005 was released/posted to the Health District's Public Notices website on 01/19/2023, advertised with a hyperlink to the RFP in the Las Vegas Review Journal on 01/19/2023 and 01/24/2023, and emailed to the following agencies: B&P Advertising, Brantrust, Brand Ltd., CDA Creative Digital Agency, Geary Company, Graphicka, MASSMEDIA, MNGR Agency, OH Partners, On Target Media, R&R Partners, Robertson Partners, SKC Group, The Abbi Agency, The Ferraro Group, Trademark Creative LTD, Virgen. The agencies emailed were determined from past procurement activities and/or Google searches of advertising, media, and/or marketing agencies located/with an office in Las Vegas.
Q4-2	2/1/2023 9:09 AM	Who will be the decision maker? If the partner will be selected by a committee, who is on the committee?	Responsive proposals will be evaluated by the RFP Evaluation Committee, which consists of two representatives from OCDPHP and one representative from the Health District's OOC.
Q4-3	2/1/2023 9:09 AM	Total Budget: Is there an existing state approved budget? Are there documents we should review or people we should speak with prior to responding? Hourly rate? Are historical hours available per year for agency services?	Each OCDPHP program operates under a variety of mostly grant funding sources that fluctuate from year to year. Any contract resulting from this RFP will include one commission rate applied across all of the media regardless of the topic. The hourly rate(s) or retainer would be applied across all of the programs consistently. Each topic will have a budget including production, media buys and, community events/ sponsorship that will be provided to the selected media contractor. Budgets may vary from year to year and each topic/category of funding may have different requirements. OCDPHP's media budget fluctuates depending on the various funding sources. OCDPHP's currently allocated media budget inclusive of retainer and commission for all funding sources is approximately one million dollars. Some funding sources will expire and/or may not be renewed.

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Q4-4	2/1/2023 9:09 AM	What metrics will be used to rate success in the first year?	Each campaign's success is measured differently. For example, a campaign that focusses on promoting program registration may be measured by the number of registrations made through the advertised mechanism.
Q4-5	2/1/2023 9:09 AM	What current brand and goal challenges are you experiencing?	OCDPHP has not experienced any brand or goal challenges.
Q4-6	2/1/2023 9:09 AM	Under the criteria description, it mentions “demonstrated experience and proficiency in” various categories. Is there a weighted scale to this score?	Responsive proposals will be evaluated per Section V. The evaluation criterion referenced in the question is weighted at 25 maximum points. The listed "categories" are not separately or individually weighted.
Q4-7	2/1/2023 9:09 AM	Funding Sources - where do your funds come from (Federal, State, CDC, Grants, specific programs)?	OCDPHP media is primarily funded by state and federal grants.
Q4-8	2/1/2023 9:09 AM	If funding is terminated, will there be a payment for services rendered?	If funding is terminated, payment will be made for services already rendered subject to an approved invoice(s).
Q4-9	2/1/2023 9:09 AM	Are hard costs taken out of the program budget for an event, talent, production cost or are they considered a separate expense?	The program budget includes hard costs for events, talent, etc., which are not considered separate expenses.
Q4-10	2/1/2023 9:09 AM	Will there be a state portal to upload information if subcontractors are needed?	This is not a State project. OCDPHP operates the program. Regarding subcontractors, while a Proposer may include the use of subcontractors in its proposal, the Proposer must explain why the subcontractor(s) will be used and specify which work will be performed by the subcontractor(s). Subcontracting must be preapproved by OCDPHP. Regardless, no portal upload is required.
Q4-11	2/1/2023 9:09 AM	Will our web development team be working with/have access to the SNHD IT/web development team?	There will be no direct contact between the selected media contractor and the Health District's IT department. OCDPHP staff will act as the liaison between the two if necessary.
Q4-12	2/1/2023 9:09 AM	What are your challenges with the existing website?	OCDPHP has no challenges with existing OCDPHP websites.
Q4-13	2/1/2023 9:09 AM	Is there a SNHD social media team currently in place?	OCDPHP has team members assigned to oversee OCDPHP social media accounts. The Health District's OOC manages Health District accounts. This RFP is related to OCDPHP only, not to the Health District as a whole.
Q4-14	2/1/2023 9:09 AM	Will we have access to all website google analytics for site auditing and reporting purposes?	The selected media contractor will not have access to Google analytics.

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Q4-15	2/1/2023 9:09 AM	Will there be notification prior to contract expiration to request “optional” 1 year extension?	Prior to contract expiration, the Health District's Contract Administrator will notify the contractor of the Health District's intention to execute an optional one (1) year extension.
Q4-16	2/1/2023 9:09 AM	Can we provide more than 3 media campaign examples?	Proposers must provide three (3) media campaigns (other than the Health District) they have developed in the past three (3) years.
Q4-17	2/1/2023 9:09 AM	Under Exclusivity - does SNHD work with multiple vendors/agencies at the same time to provide services?	This RFP is related to OCDPHP only, not to the Health District as a whole. Other Health District departments may work with other advertising/media agencies.
Q4-18	2/1/2023 9:09 AM	Are there documents we should review or people we should speak with prior to responding?	By submitting a proposal, Proposer represents and/or certifies that Proposer has read and understand the RFP documents (including addenda), and will communicate only with the Authorized Contact.
Q5-1	2/1/2023 12:46 PM	Who is the existing agency for SNHD?	Virgen Advertising Corporation has been OCDPHP's media contractor and has provided most of OCDPHP's media advertising and production services since 2009.
Q5-1(a)	2/1/2023 12:46 PM	How many years has the existing agency been working with SNHD?	Virgen Advertising Corporation has been OCDPHP's media contractor and has provided most of OCDPHP's media advertising and production services since 2009.
Q5-2	2/1/2023 12:46 PM	If SNHD does not currently have an agency, who have they worked with in the past, or was advertising and marketing handled in-house?	Refer to preceding answers.
Q5-3	2/1/2023 12:46 PM	What are the annual marketing and advertising budgets that has SNHD has implemented for the last two years?	This RFP is related to OCDPHP only, not to the Health District as a whole. Information as to agency-wide media budgets is not applicable. Other Health District departments may work with other advertising/media agencies. OCDPHP's average annual media budget over the last five years has been approximately 1 million per year.
Q5-4	2/1/2023 12:46 PM	On the criteria description price is a maximum score of 20 points, but will SNHD determine the agency selection based upon quality of the strategic plan, creativity and reach or simply on the lowest bidder?	Responsive proposals will be evaluated per Section V. Price is one evaluation criterion weighted at 20 maximum points. The proposal selected for award, if any, will be the one that is most beneficial regarding Proposer’s experience, qualifications and capabilities and price, and/or that best meets the Health District’s needs.

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Q5-5	2/1/2023 12:46 PM	The RFP calls for special event management, but there are no details about how many events, how big the events are, where they are held etc. Please provide clarification.	Events are based on applicable grant requirements and are rare. Events would be related to OCDPHP chronic disease prevention activities and could be held at a park or other indoor/outdoor event space. OCDPHP has no events that would require the selected media contractor to provide event management scheduled, planned or anticipated at this time.
Q5-6(a)	2/1/2023 12:46 PM	<u>Advertising Questions:</u> What is the overall advertising budget for the year?	OCDPHP's media budget fluctuates depending on the various funding sources. OCDPHP's currently allocated media budget inclusive of retainer and commission for all funding sources is approximately one million dollars. Some funding sources will expire and/or may not be renewed.
Q5-6(b)	2/1/2023 12:46 PM	What existing demographic and psychographic research has been done to date?	OCDPHP staff can provide data, background information and historical perspective on the topic area to be addressed in the media buy. OCDPHP staff will provide the required target demographic (e.g., Black adults 18-24 years old) and any previously conducted focus group or research findings that may be relevant to the selected media contractor. OCDPHP will expect the selected media contractor to determine the best media strategies to reach the priority population within the provided budget for each campaign.
Q5-6(b)(i)	2/1/2023 12:46 PM	Will the applying agencies be supplied with this information?	Refer to Q5-6(b) answer.
Q5-6(b)(ii)	2/1/2023 12:46 PM	What research and stats will be shared for the three major categories SNHD wants to advertise?	Refer to Q5-6(b) answer.
Q5-6(c)	2/1/2023 12:46 PM	Does all advertising include social media advertising as well?	Many OCDPHP campaigns, typically those with small budgets, contain a paid social media component.
Q5-6(d)(i)	2/1/2023 12:46 PM	The RFP states “work with the Health District staff to update and fine-tune art and copy platforms using existing Health District creative messaging and branding concepts”. Will SNHD provide the existing creative for review, so we understand what your creative messaging is communicating to the target audiences?	OCDPHP staff will provide existing creative to the selected media contractor for review and updating as applicable
Q5-6(d)(ii)	2/1/2023 12:46 PM	Was the existing creative handled inhouse or with an agency?	The majority of the creative will be handled by the selected media contractor and some will be developed in house.

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Q5-6(d)(iii)	2/1/2023 12:46 PM	Does SNHD expect the creative updates and fine tuning to be included with the media placement commission or will this be a separate budget?	All aspects of creative updates, fine tuning, or anything else required would either have to be included in the selected media contractor's commission or retainer if applicable.
Q5-6(d)(iv)	2/1/2023 12:46 PM	The RFP calls for script writing, what assets does SNHD currently have for television production? Are we creating new scripts or updating scripts?	OCDPHP has some scripts related to various campaigns (mostly for radio). The selected media contractor will update some scripts and develop completely new scripts per OCDPHP request. OCDPHP has not budgeted for traditional TV production and air time in recent years.
Q5-7(a)	2/1/2023 12:46 PM	<u>SNHD Website Development Questions:</u> How often are there requests for any type of web development changes or revisions?	Requests for any type of web development changes or revisions average once per year.
Q5-7(b)	2/1/2023 12:46 PM	When those requests are made, are changes done to the live website or is there a staging server that is used to build and develop the request then push live?	In the past, websites have been developed on a server outside of OCDPHP and the files have been packaged and sent to OCDPHP for loading onto Health District servers.
Q5-7(c)	2/1/2023 12:46 PM	Who manages the website now?	OCDPHP websites are managed by OCDPHP staff and the Health District's IT department.
Q5-7(c)(i)	2/1/2023 12:46 PM	Are we able to get credentials in order to do a more in-depth evaluation of where the website stands prior to the deadline to submit proposal?	No access to Health District's websites will be granted to outside sources once the websites are brought inhouse.
Q5-7(c)(ii)	2/1/2023 12:46 PM	Where is the website hosted?	OCDPHP websites are hosted on internal Health District servers.
Q5-7(c)(ii)(1)	2/1/2023 12:46 PM	Has the web host been vetted for HIPAA compliance?	OCDPHP websites do not involve HIPPA related information.
Q5-7(c)(iii)	2/1/2023 12:46 PM	Is there any need to change web hosts?	No
Q5-7(c)(iv)	2/1/2023 12:46 PM	Is the website fully secure in its exchange of data and information between the clients and host?	Yes
Q5-7(c)(v)	2/1/2023 12:46 PM	Does the SNHD website need to interact or exchange data with any 3rd party platforms?	OCDPHP websites do not exchange data with 3rd party platforms. Health District websites are not part of this RFP.
Q5-7(c)(v)(1)	2/1/2023 12:46 PM	If so, what might those be?	Not applicable per preceding answer.
Q5-7(c)(v)(2)	2/1/2023 12:46 PM	How if any integrations are needed using custom code or API plugin?	OCDPHP has had some programming and plugins on OCDPHP websites. If a new OCDPHP website is developed, programming and/or plugins might be required.

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Q5-7(c)(vi)	2/1/2023 12:46 PM	Does SNHD manage any other web development projects other than its own website?	OCDPHP manages OCDPHP websites only.
Q5-7(c)(vi)(1)	2/1/2023 12:46 PM	If yes, how often do projects like these come up?	Refer to preceding answer.
Q5-7(d)(i)	2/1/2023 12:46 PM	<u>SEO and Local SEO/Review Marketing Campaigns:</u> Does SNHD currently have any SEO or Local SEO plus Review Marketing Campaigns running?	OCDPHP websites have SEO markers, which are managed by the Health District's IT department.
Q5-7(d)(i)(1)	2/1/2023 12:46 PM	We noticed there is a significant reduction in organic site traffic, it's sitting at 90k which is down from around 230k nine months ago and has fallen significantly for the last two years.	It is unclear which website(s)/date(s) the question references. This RFP is related to OCDPHP websites only.
Q5-7(d)(i)(1)(a)	2/1/2023 12:46 PM	Please clarify what happened within the company or what changes were implemented to cause this.	Refer to preceding answer.
Q5-7(d)(ii)	2/1/2023 12:46 PM	Does "web" include SEO and Local SEO/Local Review Marketing campaigns? This should mean web development and web marketing associated with the local business and website presence, which would be both of those mediums, but need to clarify.	"Web" includes website development on rare occasions for OCDPHP, but not SEO as that is managed by the Health District's IT department.
Q5-7(d)(iii)	2/1/2023 12:46 PM	We noticed SNHD only has a 3.2 rating out of almost 400 reviews on Google, is that due to the pushback from COVID-19 over the past two years?	It is unclear which Google reviews the question references. This RFP is related to OCDPHP websites only.
Q5-7(d)(iii)(1)	2/1/2023 12:46 PM	There was no mention of clean up for review ratings, is that something we should add into the RFP?	Review ratings clean up is not part of this RFP.
Q5-8(a)	2/1/2023 12:46 PM	<u>Social Media and Questions:</u> What is your allocated low-to-high-end TOTAL social media budget including placement/ management, content development and monitoring as requested.	OCDPHP's overall media budget is divided among various topic areas/campaigns. Most campaigns will contain a social media element as part of the overall media buy. A "low-to-high-end" total specifically for social media cannot be provided as the budgets for campaigns overall vary and the amount allocated to social media for each campaign will be vastly different and will change depending on applicable required grant objectives.

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Q5-8(b)	2/1/2023 12:46 PM	Does this budget include funding for agency content creation/curation (capturing content – photos and videos and then creating social graphics/video content for monthly calendar placements) – or is all content capturing done by SNHD?	All components referenced in the question related to OCDPHP paid social media buys will be curated/handled by the selected media contractor. Content is not captured by OCDPHP for paid media.
Q5-8(b)(i)	2/1/2023 12:46 PM	We assume development would include capturing content and curating for placement but need clarification.	Development will include capturing content and curating. Part of the advertising budget will be allocated to social media advertising. The social media budget will depend on the required applicable grant objectives and the overall budget amount allocated for the particular campaign.
Q5-8(c)	2/1/2023 12:46 PM	Is there a separate social media advertising budget, or is part of the advertising budget to be allocated to social media advertising?	There is no separate social media budget.
Q5-8(d)	2/1/2023 12:46 PM	Does messaging also need to be in Spanish for social content posting?	OCDPHP will require some paid social media ads to be developed in Spanish.
Q5-8(e)	2/1/2023 12:46 PM	What are the key performance indicators for social media marketing?	Key performance indicators for social media marketing may include but not be limited to reach, engagement, click through rate and achievement of the intended/desired outcome (e.g., increased registration for the marketed program).
Q5-8(e)(i)	2/1/2023 12:46 PM	We want to ensure that we have time for clean-up and social listening involved, we noticed there are some negative comments concerning COVID-19 and vaccines etc.	This is a statement, not a question. This RFP is related to OCDPHP websites only.
Q5-8(f)	2/1/2023 12:46 PM	Will there be monthly meetings to review data analytics and reporting?	Meetings between the selected media contractor and OCDPHP staff will occur one (1) to two (2) times per week on a variety of media-related subjects. Interactions via email or phone will occur daily regarding creative, media placement, budget discussion. etc.

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Q5-9(a)	2/1/2023 12:46 PM	<u>Public Relations and Sponsorship Procurement:</u> The RFP calls for securing sponsorships for media campaigns and outreach activities, please provide more detail.	In the context of this RFP, OCDPHP may need assistance securing business or community partners for program/campaign activities (e.g., a grocery store partner for a healthy eating project). The selected media contractor will assist OCDPHP identify and secure partners for these sponsored program events and potentially secure in-kind contributions (e.g., materials or space). Additionally, OCDPHP often needs to sponsor community organizations as part of program/campaign activities. That sponsorship would be paid from the media buy budget allocated to the selected media contractor.
Q5-9(a)(i)	2/1/2023 12:46 PM	How much money needs to be raised through sponsorship?	The selected media contractor will not be expected to fund-raise for sponsorships. See preceding answer.
Q5-9(a)(i)(1)	2/1/2023 12:46 PM	What is the usual sponsorship amounts for campaigns?	The amount paid as sponsorships to other entities varies depending on OCDPHP program and applicable grant requirements.
Q5-9(a)(ii)	2/1/2023 12:46 PM	What types of special events does SNHD normally host?	This RFP is related to OCDPHP only, not to the Health District as a whole. Hosted events would be based on applicable grant requirements and rare. Events would be related to OCDPHP chronic disease prevention activities and could be held at a park or other indoor/outdoor event space.
Q5-9(a)(ii)(1)	2/1/2023 12:46 PM	testing sites, fundraisers etc.?	Refer to preceding answer.
Q5-9(b)	2/1/2023 12:46 PM	Who will be the spokesperson for SNHD?	The Health District's OOC handles spokesperson activities for the Health District.
Q5-9(b)(i)	2/1/2023 12:46 PM	Is there a spokesperson that speaks fluent Spanish inhouse?	The Health District's OOC handles spokesperson activities and has Spanish speaking staff. OCDPHP also has Spanish speaking program staff who can address certain subjects.
Q5-9(b)(ii)	2/1/2023 12:46 PM	Does any messaging need to be in Spanish for press releases?	The Health District's OOC typically handles OCDPHP press releases in English and Spanish.
Q5-9(c)	2/1/2023 12:46 PM	Did SNHD handle public relations inhouse previously or through the advertising agency?	The Health District's OOC handles all public relations (PR) for the Health District. PR services required per the RFP for OCDPHP would be occasional (e.g., helping to coordinate or coordinating media presence at a public event/activity or securing program support from venues/businesses).

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Q6-1	2/1/2023 3:48 PM	In working on this RFP is there a baseline budget you want us to work with?	OCDPHP's media budget fluctuates depending on the various funding sources. OCDPHP's currently allocated media budget inclusive of retainer and commission for all funding sources is approximately one million dollars. Some funding sources will expire and/or may not be renewed.
Q6-2	2/1/2023 3:48 PM	Is web and social media paid, organic or both?	Web and social media is both paid and organic. The paid component will be handled by the selected media contractor.
Q6-3	2/1/2023 3:48 PM	Can you explain more in depth what you are looking for in Tab 2 Experience-"C"- Provide 3 Media Campaigns from the past 3 years.	Proposers should provide their three (3) best examples (developed in the past three years) of their creative (print ads, social media posts, photos of billboards or anything else) that illustrates their abilities.
Q7-1	2/2/2023 9:55 AM	What is the total budget as there is none mentioned in the RFP?	OCDPHP's media budget fluctuates depending on the various funding sources. OCDPHP's currently allocated media budget inclusive of retainer and commission for all funding sources is approximately one million dollars. Some funding sources will expire and/or may not be renewed.
Q7-2	2/2/2023 9:55 AM	How is the total budget divided between:	Each OCDPHP program operates under a variety of mostly grant funding sources that fluctuate from year to year. Any contract resulting from this RFP will include one commission rate applied across all of the media regardless of the program or topic. The hourly rate(s) or retainer will apply across all of the programs consistently. Each topic will have a budget including production, media buys, and community events/sponsorships that will be provided to the selected media contractor. Budgets may vary from year to year and each topic/funding source may have different requirements.
Q7-2(a)	2/2/2023 9:55 AM	media buy	Refer to Q7-2 answer.
Q7-2(b)	2/2/2023 9:55 AM	production (TV, radio, billboard)	Refer to Q7-2 answer.
Q7-2(c)	2/2/2023 9:55 AM	printing costs	Refer to Q7-2 answer.
Q7-2(d)	2/2/2023 9:55 AM	professional fees	Refer to Q7-2 answer.

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Q7-3	2/2/2023 9:55 AM	What is the standard commission you prefer on the media buy?	Industry standard, but also competitive to maximize the number of points available for the "Price" criterion (weighted at a maximum 20 points).
Q7-4	2/2/2023 9:55 AM	Where are the funds coming from exactly?	Each OCDPHP program operates under a variety of mostly state and federal grant funding sources that fluctuate from year to year.
Q7-5	2/2/2023 9:55 AM	Who is SNHD's current or past advertising agency or PR firm incumbent (if there is one)?	Virgen Advertising Corporation has been OCDPHP's media contractor and has provided most of OCDPHP's media advertising and production services since 2009.
Q7-6	2/2/2023 9:55 AM	Can you share their past campaigns? If so, please provide:	The information requested is not readily available to OCDPHP.
Q7-7	2/2/2023 9:55 AM	How many staff do they provide on the account? How many media buyers?	The information requested is not readily available to OCDPHP. OCDPHP typically interacts with the account manager and one media buyer.
Q7-8	2/2/2023 9:55 AM	How many years have they represented SNHD?	Virgen Advertising Corporation has been OCDPHP's media contractor and has provided most of OCDPHP's media advertising and production services since 2009.
Q7-9	2/2/2023 9:55 AM	Who were/are the incumbent's subcontractors, if any?	The information requested is not readily available to OCDPHP.
Q7-10	2/2/2023 9:55 AM	Are they bidding again?	The Health District has no knowledge about any agency's intention to submit a proposal.
Q7-11	2/2/2023 9:55 AM	Can the proposer serve as a main contractor and include sub-contractors to help execute a campaign on behalf of SNHD?	A Proposer may include the use of subcontractors in its proposal. The Proposer must explain why the subcontractor(s) will be used and specify which work will be performed by the subcontractor(s). Subcontracting must be preapproved by OCDPHP.
Q7-12	2/2/2023 9:55 AM	Why are you issuing this RFP?	Recurring services such as this RFP are formally solicited at regular intervals, typically every three to five years.
Q7-13	2/2/2023 9:55 AM	What is the goal you hope to achieve from the new campaign?	Each OCDPHP media campaign will have different goals depending on applicable grant requirements. For example, a tobacco cessation media campaign may have a goal of getting more Hispanics to call a tobacco cessation Quitline. Another campaign's goal might be to have more people register for a OCDPHP hosted diabetes program.

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Q7-13(a)	2/2/2023 9:55 AM	What are the measurables/key performance indicators that will deem the campaign effective?	Measurables/key performance indicators that will determine campaign effectiveness will vary based on the campaign's focus. For example, if the campaign promotes a hypertension education class, a performance indicator may be the number of registrations that resulted from the media. Other measurables/performance indicators may include but not be limited to reach, engagement, click through rate and achievement of the intended/desired outcome.
Q7-13(b)	2/2/2023 9:55 AM	Quantitative?	Refer to Q7-13(a) answer.
Q7-13(c)	2/2/2023 9:55 AM	Qualitative?	Refer to Q7-13(a) answer.
Q7-14	2/2/2023 9:55 AM	Is this an extension of the Arm In Arm with a focus on Covid vaccinations. Or, are we talking about SNHD marketing and communications as a whole?	This RFP is not an extension of or attached to the Arm In Arm initiative. This RFP is related to OCDPHP only, not to the Health District as a whole or to other Health District departments.
Q7-15	2/2/2023 9:55 AM	What will be the emphasis on community relations and what is the focus minority, underserved and low income engagement?	The Health District's OOC handles all public relations (PR) for the Health District. PR services required per the RFP for OCDPHP would be occasional (e.g., helping to coordinate or coordinating media presence at a public event/activity or securing program support from venues/businesses). The priority populations of focus vary depending on the funding source and range from racial and ethnic groups, to age or socio-economic status.
Q7-16	2/2/2023 9:55 AM	How will community engagement be measured?	Community engagement measurements will vary depending on media types but may include but not be limited to reach, engagement, click through rate and achievement of the intended/desired outcome.
Q7-17	2/2/2023 9:55 AM	What television or connected TV spots have you or are you currently running? Connected TV?	OCDPHP is not currently running traditional TV or connected TV ads. OCDPHP has aired TV ads in the past; however, information related to those ads is not readily available to OCDPHP.
Q7-18	2/2/2023 9:55 AM	Who produced the spot?	The requested information is not readily available to OCDPHP.
Q7-19	2/2/2023 9:55 AM	What was the cost of the spot?	The requested information is not readily available to OCDPHP.

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Q7-20	2/2/2023 9:55 AM	Is there a preference in having a Southern Nevada based business/agency service the SNHD?	As provided in the RFP, "Experience developing public health media campaigns and outreach in the southern Nevada media market is preferred."
Q7-21	2/2/2023 9:55 AM	Do you provide a preference for minority-owned businesses?	Responsive proposals will be evaluated per Section V. No preference will be given to minority-owned businesses.
Q7-22	2/2/2023 9:55 AM	How many meetings per month does SNHD hold with its agency?	Meetings between the selected media contractor and OCDPHP staff will occur one (1) to two (2) times per week on a variety of media-related subjects. Interactions via email or phone will occur daily regarding creative, media placement, budget discussion. etc.
Q7-23	2/2/2023 9:55 AM	Has the current campaign if there is one met SNHD's goals/objectives?	OCDPHP has several media campaigns airing simultaneously. They have met their objectives.
Q7-24	2/2/2023 9:55 AM	What is wrong/right with the current campaign?	OCDPHP has several media campaigns airing simultaneously. They have met their objectives.
Q7-25	2/2/2023 9:55 AM	Who is the target audience of the SNHD's campaign?	This RFP is related to OCDPHP only, not to the Health District as a whole. The priority populations of focus vary depending on the funding source and range from racial and ethnic groups, to age or socio-economic status.
Q7-25(a)	2/2/2023 9:55 AM	Primary?	Refer to Q7-25 answer.
Q7-25(b)	2/2/2023 9:55 AM	Tertiary?	Refer to Q7-25 answer.
Q7-26	2/2/2023 9:55 AM	Are rural communities a focal point of this effort – please elaborate.	The geographic focus of OCDPHP's media campaigns is limited to Clark County. Some campaigns are required per their grants to reach very specific priority population (e.g., Black, Hispanic, Pregnant, low resourced individuals). OCDPHP is more focused on reaching the priority population whether they are in rural or urban Clark County.
Q7-27	2/2/2023 9:55 AM	Is this a state-wide campaign you envision given SNHD's location in Southern Nevada and the communities you serve in this part of the state?	Refer to preceding answer.

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Q7-28	2/2/2023 9:55 AM	What is the extent of message testing you'd like conduct? Please be specific	OCDPHP's smaller campaign media budgets and time constraints typically do not allow for message testing. However, message testing performed by the selected media contractor would be acceptable if conducted efficiently. The type of testing would vary depending on the budget and media platforms being used.
Q7-29	2/2/2023 9:55 AM	What has been the past year media spend for SNHD?	This RFP is related to OCDPHP only, not to the Health District as a whole. OCDPHP's media budget fluctuates depending on the various funding sources. The currently allocated media budget inclusive of retainer and commission for all funding sources is approximately one million dollars. Some funding sources will expire and/or may not be renewed.
Q7-30	2/2/2023 9:55 AM	What is current split between digital and traditional?	The media budget for each campaign topic varies as does the split between digital and traditional varies. Campaigns with smaller budgets tend to gravitate to digital.
Q7-31	2/2/2023 9:55 AM	What is the current budget split between traditional channels? TV? Radio?	Traditional TV and radio is not as predominant in OCDPHP's recent campaigns due to budget constraints and the need to utilize newer platforms to reach specific priority populations.
Q7-32	2/2/2023 9:55 AM	What is the current budget split between digital channels?	The requested information is not readily available to OCDPHP.
Q7-33	2/2/2023 9:55 AM	Is SNHD's looking to increase their digital spend percentage?	This is to be determined based on applicable grant requirements, budgets and campaign priorities.
Q7-34	2/2/2023 9:55 AM	Are there specific digital or traditional channels that have proven to be most successful in the past for SNHD?	This RFP is related to OCDPHP only, not to the Health District as a whole. OCDPHP has utilized multiple media channels (digital and traditional) for previous campaigns. Web banner ads and social platforms have proven effective for certain campaigns.
Q7-35	2/2/2023 9:55 AM	Are there any channels SNHD used in the past that were not successful?	No.
Q7-36	2/2/2023 9:55 AM	You mention "campaigns" in the RFP? How many campaigns do you envision per year?	OCDPHP focuses on several topic areas. "Campaigns" refers specifically to chronic disease topic areas including but not limited to obesity, tobacco, nutrition, and heart disease. OCDPHP averages 20 to 30 campaigns in an average year. The media buy varies for each campaign.

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Q7-37	2/2/2023 9:55 AM	Please clarify that a “description” does not mean a spec plan or creative?	The question is unclear as it does not reference the applicable RFP section, paragraph, page number, etc. in question.
Q7-38	2/2/2023 9:55 AM	Are you asking for a speculative plan?	No.
Q7-39	2/2/2023 9:55 AM	Please elaborate on “PR representation” and what that entails?	The Health District's OOC handles all public relations (PR) for the Health District. PR services required per the RFP for OCDPHP would be occasional (e.g., helping to coordinate or coordinating media presence at a public event/activity or securing program support from venues/businesses).
Q7-40	2/2/2023 9:55 AM	Please better define a time-line? Do you have event’s already calendared? Or, is the timeline specific to the time the agency will need to research, create, execute and measure a campaign?	Events are based on applicable grant requirements and are rare. Events would be related to OCDPHP chronic disease prevention activities and could be held at a park or other indoor/outdoor event space. OCDPHP has no events that would require the selected media contractor to provide event management scheduled, planned or anticipated at this time.
Q7-41	2/2/2023 9:55 AM	What is the role of the agency with web development?	Website development for OCDPHP occurs rarely, average once per year.
Q7-42	2/2/2023 9:55 AM	What is the role of the agency with social media development?	The selected media contractor would be responsible for developing, placing, monitoring, paid social media ads for OCDPHP.
Q7-43	2/2/2023 9:55 AM	Does SNHD have dedicated staff to attend community events?	This RFP is related to OCDPHP only, not to the Health District as a whole. OCDPHP does not have a dedicated community events team.
Q8-1	2/2/2023 9:55 AM	Who is the current media agency and what year did their first contract term begin?	Virgen Advertising Corporation has been OCDPHP's media contractor and has provided most of OCDPHP's media advertising and production services since 2009.
Q8-2	2/2/2023 9:55 AM	Is OCDPHP required to send an RFP for these services based on contract duration/terms with the current agency? Or are they are opting to send an RFP when there is an option to renew the current agency?	Recurring services such as this RFP are formally solicited at regular intervals, typically every three to five years.
Q8-3	2/2/2023 9:55 AM	Section 2B, Question 6F-I of the RFP includes web services. Does this encompass digital media ad placements only? Or does this also include managing a website for OCDPHP?	"Web services" as referenced in the question means digital media placement, not managing OCDPHP websites.

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Q8-4	2/2/2023 9:55 AM	Section 2B, Question 6F-I of the RFP includes social media. Does this refer to placing paid social media ads only? Or does this also include managing social media profiles for OCDPHP?	"Social media" as referenced in the question means placing ads, not managing social media profiles.
Q8-5	2/2/2023 9:55 AM	Section 2B, Question 6Q of the RFP includes public relations representation. Can you elaborate on the general PR needs, including average number of pitches or press releases disseminated each month? Will this include serving as the point of contact for all media inquiries on your behalf?	The Health District's OOC handles all public relations (PR) for the Health District. PR services required per the RFP for OCDPHP would be occasional (e.g., helping to coordinate or coordinating media presence at a public event/activity or securing program support from venues/businesses).
Q8-6	2/2/2023 9:55 AM	Can you provide a historical breakout (%) of approximately how the media budget has been allocated for the programs outlined in Section B, Question 7?	Each topic will have a budget including production, media buys, and community events/sponsorships that will be provided to the selected media contractor. Budgets may vary from year to year and each topic/funding source may have different requirements.
Q8-7	2/2/2023 9:55 AM	What has the total annual media budget historically been over the past 3-5 years?	The average annual media budget over the last five years has been approximately 1 million per year.
Q8-8	2/2/2023 9:55 AM	What is the average % breakdown of the media budget between digital, OOH, TV, Radio and print?	OCDPHP's overall media budget is divided among various topic areas/campaigns (average 30 campaigns per year). Most campaigns will include a social media element as part of the overall media buy. The amount allocated to social media for each campaign will be vastly different and change depending on applicable required grant objectives.
Q8-9	2/2/2023 9:55 AM	Are there specific goals OCDPHP has established for the media campaigns?	Each media campaign has different objectives related to OCDPHP chronic disease programs.
Q8-10	2/2/2023 9:55 AM	How have past OCDPHP campaigns performed and been evaluated for success?	Over the past two decades, OCDPHP has been awarded multiple grant awards, which have included funding for paid media campaigns. Each campaign is evaluated differently, for example, on the ability to attract people to attend an event, or to get businesses to implement new policies. Campaigns are part of comprehensive strategies that also include education, programs, policy and systems changes to improve health outcomes of priority populations.
Q8-11	2/2/2023 9:55 AM	Does OCDPHP prefer to work its media partner on a commission or flat fee basis or a combination of both?	OCDPHP historically has had fixed annual retainer combined with commission arrangements.

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Q8-12	2/2/2023 9:55 AM	Will special consideration be given to minority or women-owned businesses?	Responsive proposals will be evaluated per Section V. No preference or special consideration will be given to minority- or women-owned businesses.
Q8-13	2/2/2023 9:55 AM	Section 4B, 1, Tab 2 – Experience, question A asks for a “plan” to provide the services required in the RFP; can you please confirm you want to hear our approach/how we work with clients to develop and implement media plans?	"Plan" as referenced in the question means the Proposer's approach, how the Proposer will work with OCDPHP to develop and implement the media plan.
Q8-14	2/2/2023 9:55 AM	Is there a page limit for Tab 2 of the Technical Proposal?	There is no page limit; however, the PDF must be emailable. Hyperlinks to proposals <u>will not be accepted</u> per RFP Section III.E.2.
Q9-1(a)	2/2/2023 1:55 PM	<u>Budgets:</u> Does the SNHD OCDPHP have an overall budget that gets distributed to the various mentioned programs, or is it up to each program to secure funding individually?	OCDPHP secures grant funding from a variety of sources (mainly state and federal). Those funds are allocated to specific OCDPHP chronic disease topic areas based on the requirements of the funding sources.
Q9-1(b)	2/2/2023 1:55 PM	What are the average project budget sizes?	An average project budget size cannot be provided as grant funding sources vary per topic and campaign budgets, which may range from \$5,000 to \$100,000 or more.
Q9-1(c)	2/2/2023 1:55 PM	What is the overall budget/estimate for 12 months? If you cannot share this year’s budget, what was the previous year’s marketing budget allocation?	OCDPHP's overall media budget is divided among various topic areas/campaigns. Most campaigns will include a social media element as part of the overall media buy. The amount allocated to social media for each campaign will be vastly different and change depending on applicable required grant objectives.
Q9-2(a)	2/2/2023 1:55 PM	<u>Social Media:</u> Do you have some looking after your social media channels and need us to create various pieces of content only, or are you looking for a social media community manager to run the social day-to-day accounts?	OCDPHP will require the selected media contractor to develop and place paid social media on its behalf. OCDPHP manages its social media channels.

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Q9-3(a)	2/2/2023 1:55 PM	<u>Creative Development:</u> In the RFP Section B. 4. states “Work with Health District staff to update and fine-tune art and copy platforms using existing Health District creative messaging and branding concepts.” - Can you elaborate on “update and fine-tune art and copy platforms”? Will the agency be able to propose a new campaign/creative concept or just be charged with updating previous ad creative?	Depending on the campaign, existing creative may be used or updated/modified as needed, or the selected media contractor may be asked to propose new campaign/creative concepts.
Q9-4(a)	2/2/2023 1:55 PM	<u>Web and social media development:</u> Can you clarify if the development of a new website is part of this proposal? Can you elaborate on the web and social media “development, management, placement” bullets in general?	Although unlikely, OCDPHP could require the development of a new program website. The website would be managed by OCDPHP on Health District servers. The selected media contractor would be required to develop and place buys for OCDPHP's paid social media and monitor those paid social ads. OCDPHP maintains its social media platforms.
Q9-5(a)	2/2/2023 1:55 PM	<u>Special Events Management:</u> Can you elaborate on what may be required within this? Will the agency be responsible for event production or is this a collaborative effort with SNHD OCDPHP having resources to support event management/execution as well?	Events are based on applicable grant requirements and are rare. Events would be related to OCDPHP chronic disease prevention activities and could be held at a park or other indoor/outdoor event space. OCDPHP has no events that would require the selected media contractor to provide event management scheduled, planned or anticipated at this time.
Q9-6(a)	2/2/2023 1:55 PM	<u>Public Relations:</u> Can you expand on some of the goals and scope surrounding the public relations representation? Is this comprehensive representation of the entire SNHD? Are PR targets primarily local/in-state? Anything unusual or specific we should keep in mind regarding public relations outreach?	The Health District's OOC handles all public relations (PR) for the Health District. PR services required per the RFP for OCDPHP would be occasional (e.g., helping to coordinate or coordinating media presence at a public event/activity or securing program support from venues/businesses).

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Q9-7(a)	2/2/2023 1:55 PM	<u>Audiences:</u> Is this RFP for the general (English) market only, or do you plan on having Spanish language outreach that should be addressed in the RFP? In section B. 6. s. of the RFP, you reference “development and placement of Spanish language media.” Can you clarify if the rest of the scope should also be approached for both an English and Spanish audience, or just advertising?	Each grant funding source has different requirements. Some may require Spanish language media and some may not. It is situational and cannot be predicted. Approximately 20% of the 1 million dollars currently allocated media budget is dedicated to Spanish-language media.
Q9-7(b)	2/2/2023 1:55 PM	Can you provide some context around SNHD OCDPHP’s need to engage rural vs. urban audiences throughout Clark County? We understand the audience is the entire region that SNHD serves, but it would be helpful to understand if you are aiming to better connect with certain audiences/region subsets within the greater area.	The geographic focus of the various OCDPHP media campaigns are limited to Clark County. Some campaigns are required per the grant to reach very specific priority population (e.g., Black, Hispanic, Pregnant, low resourced individuals). OCDPHP is more focused on reaching the priority population whether they are in rural or urban Clark County.
Q9-8(a)	2/2/2023 1:55 PM	<u>Strategy and Overarching:</u> What would success look like? Are there any metrics/Key Performance Indicators the agency should keep in mind while proposing our approach? Are there any specific areas of marketing/communications work that SNHD OCDPHP is looking to make improvements to?	Performance indicators/metrics will vary based on the campaign's focus. For example, if the campaign promotes a hypertension education class, a performance indicator may be the number of registrations that resulted from the media. Other performance indicators may include but not be limited to reach, engagement, click through rate and achievement of the intended/desired outcome. OCDPHP grant awards require "reach" measures for the priority populations. Media statistics must be able to demonstrate that the campaign reached the desired number of the priority population a sufficient number of times.