

1. In reference to section D. Scope of Work, Advertising Schedule and Placement on page 5: May we see an example of a previous monthly statewide media plan for the Housing Assistance Programs?

Answer: DFA does not have an example of a previous monthly statewide media plan as this RFP requests a new marketing campaign.

2. In reference to Appendix E – Cost Response Form on pages 48-51: What is the current/average monthly spend on paid media?

Answer: DFA doesn't have a historical monthly spend as this RFP requests a new marketing campaign.

3. In reference to Appendix E – Cost Response Form on pages 48-51: Some items, such as campaign production, necessitate fixed costs not associated with personnel or hourly rate, e.g. production equipment. How are we to include these estimated costs?

Answer: Additional lines may be added to include other costs.

4. In reference to Appendix E – Cost Response Form on pages 48-51: What is the overall annual marketing campaign budget, including tax?

Answer: At this time DFA does not have an annual marketing campaign budget as the services listed in this RFP have not been provided before.

5. Is this a new contract or have you worked in an advertising agency previously? Is there an incumbent for the campaign?

Answer: The services requested in this RFP will be for a new contract if one is awarded.

6. There are numerous references to development/translation of advertisements in "multiple languages applicable to New Mexico" (Sections I.D.3. and IV.B.4. specifically). Can you please tell us which languages will be required?

Answer: DFA has not provided required languages. As stated in Section I.D.3 "Advertisements should be produced in languages specific to the targeted population within New Mexico."

7. Has the state conducted any polling or other research to test messaging thus far?

Answer: Not for the services requested in this RFP.

8. Under Section I.D.7., there is a list of reporting dates which appear to have already or will have soon passed (i.e. Sept 30 and December 31). Can you provide a new schedule?

Answer: Quarter end reporting periods will not change and be required throughout the term of the contract if one is awarded. Once a contract is awarded, the next quarter end period will be applicable and continue thereafter.

9. If the Agency has an existing SPA with the State of New Mexico, should hourly pricing align with the SPA or can the Agency provide alternative rates?

Answer: As provided in Section IV.A.5. Cost Response Forms "the Offeror must complete the Cost Response Form Appendix E – Projected Campaign Budget in its entirety and include the Form in its cost proposal. The expenses listed on the form shall be the Offeror's projected expenses to carry out the services requested in this RFP.