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# ADDENDUM I

## ADVERTISING SERVICES

**RFP # 2020-18**

**December 24, 2020**

**TO: Potential bidders**

**FROM: Dana L. Gibitz-Manager of Procurement**

- Please clarify the submission options; if bids are submitted via email, are proposers still required to send in paper copies + flash drive?

**A) As stated in the specs:**

- **Bids can be submitted electronically by the deadline. There will be no exceptions for late submissions. Hard copies & thumb drive should also be sent to the METRO by the deadline to assist in the agencies review process.**

- Please clarify the contract extension: one 2-year extension or two 1-year extensions?

**A) The contract term will be for three (3) years with two (2) one (1) year extensions if METRO exercises options.**

- Will there be a pre-proposal conference?

**A) No- There will be no pre-proposal conference.**

- Who is currently handling advertising installation/removal? In-house employees or 3rd party/outside vendors?
  - If installation/removals are currently handled by an outside vendor, can you provide their information?

**A) METRO has an outside vendor who does most of the installs/removals. His name is Randy Bockus and his phone # is (330) 697-8444. He is a small business and has done this process for METRO for several years. Hired via outside quote.**

- Please provide a sample contract for review

**A) METRO is requesting the vendors to submit a copy of their standard contract for METRO's review. There is no current contract due to the services being performed in house by an employee.**

- Please clarify the process by which you plan to approve subcontractors. This is not a standard request from other TAs

**A) All vendors considered for a contract with METRO are checked using the FTA's EPLS system (Excluded Parties List System) to confirm that they have not been excluded from participating on Federal/State contracts. This includes subs.**

- Please clarify the process by which you plan to approve artwork prior to signing a contract with an advertiser.

**A) As stated in the specs:**

- **METRO wishes to establish a professional advertising atmosphere. METRO provides services to virtually every residential and business community in the Summit County area, encompassing a wide spectrum of ages and socioeconomic groups. METRO wishes to include only those advertisements that reflect the level of decorum acceptable in the general community and to ensure that those advertisements displayed are suitable for viewing by all members of the public. METRO must approve any advertisements or campaigns before they are contracted to make sure they are suitable for METRO and its core values and meet the current or future advertising policy guidelines. METRO will also be included in discussions on any trade agreements and will determine if it is beneficial to all parties involved. METRO reserves the right to approve or not approve them based on marketing criteria and monetary impact. All new ad campaigns must be approved by METROs Director of Communications/Marketing prior to signing a contract with an advertiser/printing**
- How should requested exceptions/substitutions/exemptions be noted?

**A) No exceptions/substitutions/exemptions from the bid specifications or the terms and conditions of the procurement will be accepted unless prior written authorization is given by METRO. Deadline for questions is January 6, 2021.**

- Can you please break down the historical revenue numbers provided with production vs media?
  - Is the gross revenue figure reported after payment to current internal sales rep?

**A) Here is the information from our understanding of the request:**

<b>ADVERTISING REVENUE</b>						
<b>YEAR</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
	<b>YTD 10/31</b>					
<b>METRO</b>	<b>327,505</b>	<b>386,897</b>	<b>397,495</b>	<b>339,374</b>	<b>378,965</b>	<b>298,240</b>
<b>PRODUCTION (MARK UP ABOVE COST ONLY)</b>	<b>9,437</b>	<b>20,921</b>	<b>26,108</b>	<b>29,077</b>	<b>26,082</b>	<b>10,900</b>
<b>TOTAL</b>	<b>336,942</b>	<b>407,818</b>	<b>423,603</b>	<b>368,451</b>	<b>405,047</b>	<b>309,140</b>

**PRODUCTION COST IS CREDITED WHEN INVOICED. IT IS DEBITED WHEN VENDOR BILL IS PAID, AFTER A/R IS COLLECTED. THE TIMING OF THESE ARE COMPLETELY DIFFERENT.**