

BERGEN COMMUNITY COLLEGE
400 PARAMUS ROAD
PARAMUS, NEW JERSEY 07652
MEDIA PLACEMENT AND ADVERTISING SERVICES
RFP# R-096

Clarification #1

April 15, 2022

Answers to questions posed:

1. **Question** - Would you consider utilizing a vendor who is unable to place and buy traditional out of home advertising, such as Bus Wraps and Billboards.

Answer - Unfortunately, no.

2. **Question** - Will you consider vendors who do not place media buys on a commission-based structure?

Answer - Yes.

3. **Question** - Are you satisfied with your current vendor? How are you measuring their performance?

Answer - We are following the process outlined for this type of request.

4. **Question** - For clarification, the R-096 RFP represents a bid for the:

Community College Opportunity Grant, a Budget of \$100K

BCC's marketing budget for 2022/2023 of \$175K?

Answer - The \$175k remains definite; the \$100k is an open question.

Question - Can BCC share the current CRM?

Answer - Hobson's.

5. **Question** - Regarding the media mix, can you share the breakout you have found the most success with?

Answer - We have found majority digital to result in the best results, but this does not preclude us from using outdoor, print or other.

6. **Question** - What precipitated the RFP?

Answer - Contract term of incumbent ending and the need to continue with agency support.

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7. **Question-** In 2021/2022, what was the percentage split in media spending between digital and traditional?

Answer - 90/10.

8. **Question** - Will finalists be selected and asked to make oral presentations?

Answer - No.

9. **Question** - For how long have you been working with your incumbent agency?

Answer - One year.

10. **Question** - Is your incumbent agency participating in this RFP?

Answer - Unknown.

11. **Question** - Who is the agency you worked with before your incumbent? For how long of a period did you have the agency that you worked with before the incumbent?

Answer - Prior to the incumbent, the College last worked with an agency in 2008 - no other information available.

12. **Question** Is the combined \$275,000 budget mentioned in RFP – solely for media, or does it also include agency fees?

Answer - All inclusive.

14. **Question.** Can you elaborate on what is meant by “Occasional creative development of specific spots”?

Answer - Guidance for the College's designers to execute creative direction.

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15. Question - Can you elaborate on what is meant by “Suggestions of creative concepts - including design and copy”?

Answer - Same as above.

16. Question - How shall we handle fees for creative services, given that the exact nature of the work is not described and that you are requesting the Agency fee to be a percentage of media buys.

Answer - Build into your percentage.

17. Question - Does Bergen County College have the facilities and intent to produce ANY elements required, including traditional digital, video spots, audio spots, et al, making the agency's role on these activities completely advisory?

Answer - Yes, we would handle creative.

18. Question - Are media placement charges to be billed directly to BCC from the media outlet, or is the agency expected to cover and then invoice for them? If the latter, what is the payment turnaround time on media charges?

Answer - The agency handles all billing at monthly or quarterly intervals.