



State of New Jersey

DEPARTMENT OF THE TREASURY
DIVISION OF PURCHASE AND PROPERTY
PROCUREMENT BUREAU
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November 14, 2023

To: All Interested Bidders

**Re: Bid Solicitation #23DPP00836
T3067 Statewide Advertising and Public Relations Services**

Quote Submission Due Date: December 5, 2023 (2:00 p.m. Eastern Time)

Bid Amendment #4

The following constitutes Bid Amendment #4 to the above referenced Bid Solicitation:

- This Bid Amendment includes answers to questions; and
- An Optional Pre-Quote Conference was held on September 16, 2023, in accordance with Bid Solicitation Section 1.5, *Optional Pre-Quote Conference*. The following firms were identified as attendees for the Optional Pre-Quote Conference:
 - Aloysius Butler & Clark;
 - Ayni Brigade;
 - Beyond Media Global;
 - Dana Communications;
 - Direct Development;
 - EFK Group;
 - Integrated Marketing Service Inc.;
 - Kivvit;
 - Lazworld.com Inc.;
 - Masterpiece Advertising;
 - Marketing for Change;
 - Miles Partnership;
 - Oxford Communications;
 - Positive Solutions;
 - Princeton Partners;
 - Purplegator;
 - Rizco Design;
 - SCG Advertising & PR;
 - Smartworks;

- Sound Color Story;
- Source Communications;
- Spitball;
- Violet PR; and
- 360 Marketing & PR.

It is the sole responsibility of the Bidder to be knowledgeable of all of the additions, deletions, clarifications, and modifications to the Bid Solicitation and/or the New Jersey Standard Terms and Conditions relative to this Bid Solicitation as set forth in all Bid Amendments.

All other instructions, terms, and conditions of the Bid Solicitation shall remain the same.

Bid Solicitation #23DPP00836
T3067 Statewide Advertising and Public Relations Services

Answers to Questions

Where applicable, each question references the appropriate Bid Solicitation section.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
1	Quote Submission	Please confirm a Bidder may deliver a hardcopy quote instead of submitting a response electronically. No, all Quotes shall be submitted electronically through NJSTART. Bidders may refer to the Vendor Registration and Submit a Quote Quick Reference Guides for instructions on how to enroll in NJSTART and how to submit an electronic Quote through NJSTART. The Quick Reference Guide entitled Submit a Quote is available here: https://www.state.nj.us/treasury/purchase/njstart/pdf/Create-a-Quote.pdf. Additionally, to ensure that you have properly submitted the required documents you may also review the Quick Reference Guide entitled How to Review a Submitted Quote which is available here: https://www.state.nj.us/treasury/purchase/njstart/pdf/HowtoReviewaSubmittedQuote.pdf. Answers to Frequently asked Questions and all Quick Reference Guides are located on the NJSTART Vendor Support Page. If further assistance is needed, please email NJSTART Vendor Administration Team at: njstart@treas.nj.gov.
2	Quote Submission	Should I check that I have properly completed and attached all of the required documents with my submitted Quote? Yes. Prior to the Quote Opening Deadline, a Bidder should review the documents comprising the submitted Quote to ensure that all of the required documents have been completed and attached. Oftentimes a Quote is deemed non-responsive because a Bidder fails to attach a required form or attaches a blank form. To review a submitted Quote, a Bidder should log into NJSTART and review each document attached to the Quote submission. Instructions on how to review a submitted Quote can be found in the Quick Reference Guide entitled How to Review a Submitted Quote, which is available on the NJSTART Vendor Support Page under Vendor Reference Guides.
3	PDF Documents	When trying to open a Portable Document Format (PDF), I am receiving an error message and am unable to access the PDF. How should I proceed? It is recommended that users utilize Microsoft Edge to view PDFs. Certain PDF forms cannot be opened in the Chrome or Firefox built in PDF viewers that are enabled by default. If using Chrome or Firefox it is recommended that the file is downloaded instead by clicking the download button in the upper right-hand corner of the browser after an error message is received. An alternative option is to disable the built in PDF viewers in Chrome or Firefox.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
4	Exceptions	Will the State allow Bidders to take exception to any of the Standard Terms and Conditions? As stated in Bid Solicitation Section 2.2, Exceptions to the State of NJ Standard Terms and Conditions (SSTC): "Questions regarding the State of New Jersey Standard Terms and Conditions and exceptions to mandatory requirements MUST be posed during the Electronic Question and Answer period and shall contain the Bidder's suggested changes and the reason(s) for the suggested change(s)." Moreover, as stated in Bid Solicitation Section 3.11, Bidder proposed terms or conditions that conflict with those contained in the State of New Jersey Standard Terms and Conditions may render a Quote non-responsive.
5	Section 1.0 - Introduction and Summary of the Bid Solicitation	The instructions for viewing this active blanket yield no results in NJStart. Google search and links produced produce error page results. Bidders are strongly encouraged to visit the NJSTART Vendor Support Page, which contains Quick Reference Guides (QRGs), supporting videos, a glossary of NJSTART terms, and helpdesk contact information. Inquiries concerning the use of NJSTART may be directed to njstart@treas.nj.gov. Please refer to Bid Solicitation Section 1.0 Introduction and Summary of the Bid Solicitation for instructions. Further, instructions on how to look up the current T3067 contracts in NJSTART can be found in Bid Solicitation Section 1.2, Background.
6	Section 1.0 - Introduction and Summary of the Bid Solicitation	A. Can you clarify what info is required re freight? B. It does not seem relevant to the RFP services overall? C. And what is intended by the "alternate bid" check box? A. The Division can confirm that "freight" is not a term used in the subject Bid Solicitation. Please refer to the NJSTART Vendor Support Page linked in Bid Solicitation Section 1.0, <i>Introduction and Summary of the Bid Solicitation</i>, to access the Quick Reference Guides for directions on how to submit a Quote in NJSTART. B. Please refer to the response to Part A above. C. Please refer to the response to Part A above.
7	Section 1.0 - Introduction and Summary of the Bid Solicitation	Are there incumbent agencies who will be participating in this RFP process? This Bid Solicitation is issued by the Department of the Treasury, Division of Purchase and Property (Division), Procurement Bureau, on behalf of State Agencies. If the question is related to incumbent contractors, the Division is unable to speculate on which firms may submit a Quote in response to this Bid Solicitation.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
8	Section 1.0 - Introduction and Summary of the Bid Solicitation Section 4.2 Engagement Process And Method Of Operation For Use Of The Contract	What State stakeholders are driving this engagement? Pursuant to Bid Solicitation Section 1.0, <i>Introduction and Summary of the Bid Solicitation</i>, this Bid Solicitation is issued by the Division on behalf of State Agencies. The purpose of this Bid Solicitation is to solicit Quotes for advertising, marketing, public relations, community outreach, and related services for the State. The State intends to award multiple Contracts with work to be assigned via Mini-Bid. The pool of Contractors awarded a Contract as a result of this Bid Solicitation shall be eligible to participate in the Mini-Bid process for the opportunity to be assigned work. The State makes no guarantee of assigned work volume. The engagement process is described in Bid Solicitation Section 4.2 - <i>Engagement Process And Method Of Operation For Use Of The Contract</i>.
9	Section 1.0 - Introduction and Summary of the Bid Solicitation	On the Bid Solicitation page, there is a section called Item Information. Is this information to be filled out? No, this is the criteria entered by the purchaser to reflect information about the Bid Solicitation. Bidders are strongly encouraged to visit the NJSTART Vendor Support Page, which contains Quick Reference Guides (QRGs), supporting videos, a glossary of NJSTART terms, and helpdesk contact information. Bidders should utilize the QRGs before attempting to submit a Quote through NJSTART. It is the Bidder's responsibility to ensure that the Quote and attachments have been properly submitted. Inquiries concerning the use of NJSTART may be directed to njstart@treas.nj.gov.
10	Section 1.0 - Introduction and Summary of the Bid Solicitation	Beyond registering on the NJ START site, Do we need to register specifically to submit a bid? In order to submit a Quote, the Bidder must be registered in NJSTART. Bidders are strongly encouraged to visit the NJSTART Vendor Support Page, which contains Quick Reference Guides (QRGs), supporting videos, a glossary of NJSTART terms, and helpdesk contact information. Bidders should utilize the QRGs before attempting to submit a Quote through NJSTART. It is the Bidder's responsibility to ensure that the Quote and attachments have been properly submitted. Inquiries concerning the use of NJSTART may be directed to njstart@treas.nj.gov.
11	Section 1.0 - Introduction and Summary of the Bid Solicitation	A. Do you have any specific suggestions for 1st time bidders? B. Also do WBE agencies receive any preferences? A. As stated in Bid Solicitation Section 1.0, <i>Introduction and Summary of the Bid Solicitation</i>, Bidders are advised to thoroughly read all sections of the Bid Solicitation and follow all instructions. Bidders are also strongly encouraged to visit the NJSTART Vendor Support Page and utilize the Quick Reference Guides before attempting to submit a Quote through NJSTART.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		B. No, the Division is currently only able to include set-asides and preferences for Small Businesses and Disabled Veterans' Businesses as part of this Bid Solicitation. Pursuant to Bid Solicitation Section 3.13.8.1, <i>Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract</i>, this is a Contract with set-aside subcontracting for New Jersey Small Business Enterprises and/or Disabled Veterans' Businesses. This means that if the Bidder intends to subcontract, it must take specific actions to make a good faith effort to solicit and hire eligible New Jersey Small Business Enterprises and/or Disabled Veteran's Owned Businesses in order to be eligible for award consideration.
12	Section 1.1 - Purpose And Intent	How many public relations bids/projects does the state of NJ expect to open for bidding annually? The State does not have an estimation of annual work volume. Mini-Bids will be announced on an as needed basis after the Contract Effective Date. As stated in Bid Solicitation Section 1.1, <i>Purpose and Intent</i>, "The State intends to award multiple Contracts with work to be assigned via Mini-Bid. The pool of Contractors awarded a Contract as a result of this Bid Solicitation shall be eligible to participate in the Mini-Bid process for the opportunity to be assigned work. The State makes no guarantee of assigned work volume."
13	Section 1.1 - Purpose And Intent Section 8.16 Contract Award	For PR and advertising services, how wide do you expect your vendor list to expand? The Division is unable to speculate on which Bidders may submit a Quote in response to this Bid Solicitation. Pursuant to Bid Solicitation Section 1.1, <i>Purpose and Intent</i>, The State intends to award multiple Contracts with work to be assigned via Mini-Bid. The pool of Contractors awarded a Contract as a result of this Bid Solicitation shall be eligible to participate in the Mini-Bid process for the opportunity to be assigned work. As stated in Bid Solicitation Section 8.16, <i>Contract Award</i>, Contract awards will be made to those responsible Bidders, whose Quotes, conforming to this Bid Solicitation, are most advantageous to the state, price and other factors considered.
14	Section 1.1 - Purpose And Intent	We understand this contract is intended for subcontracting only. How can a vendor become a prime contractor for similar services to this Bid Solicitation? This Contract is not intended only for subcontracting. In accordance with Bid Solicitation Section 1.1, <i>Purpose and Intent</i>, the purpose of this Bid Solicitation is to solicit Quotes from firms to directly provide advertising, marketing, public relations, community outreach, and related services for the State. It is the intent of the State to award Contracts to those responsible Bidders whose Quotes, conforming to this Bid Solicitation are most advantageous to the State, price and other factors considered. The State intends to award multiple Contracts with work to be assigned via Mini-Bid. The pool of Contractors awarded a Contract as a result of this Bid Solicitation shall be eligible to participate in the Mini-Bid process for the opportunity to be assigned work.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		Pursuant to Bid Solicitation Section 3.13.8.1, <i>Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract</i>, this is a Contract with set-aside subcontracting for New Jersey Small Business Enterprises and/or Disabled Veteran Businesses. This means that if the Bidder intends to subcontract, it must take specific actions to make a good faith effort to solicit and hire eligible New Jersey Small Business Enterprises and/or Disabled Veteran Owned Businesses in order to be eligible for award consideration.
15	Section 1.1 - Purpose And Intent Section 3.13.8.1 Small Business and/or Disabled Veterans' Business Subcontracting Set- Aside Contract	A. Why not have small businesses say under \$5 mln in annual revenue be the ones who are required to put in the bid as contractors and require the larger companies especially those not based in NJ to be the subcontractors to the smaller firms on bids like this? B. Wouldn't this strategy encourage more direct dollar spends with small businesses and more growth overall and specifically in tax revenue and job creation from state procurement? C. Why only have the subcontracting be set-aside to small businesses and why not let the smallest small businesses have the set-aside to be the direct contractor? A. Due to the nature and scope of the Bid Solicitation, the State is seeking an expansive group of capable and qualified Contractors to provide the subject services. All firms, regardless of Small Business Enterprise designation status, are eligible to submit a Quote for award consideration in response to this Bid Solicitation. Pursuant to Bid Solicitation Section 3.13.8.1, <i>Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract</i>, this is a Contract with set-aside subcontracting for New Jersey Small Business Enterprises and/or Disabled Veterans' Businesses. This means that if the Bidder intends to subcontract, it must take specific actions to make a good faith effort to solicit and hire eligible New Jersey Small Business Enterprises and/or Disabled Veteran Owned Businesses in order to be eligible for award consideration. Pursuant to Bid Solicitation Section 1.1, <i>Purpose and Intent</i>, the State intends to award multiple Contracts with work to be assigned via Mini-Bid. The pool of Contractors awarded a Contract as a result of this Bid Solicitation shall be eligible to participate in the Mini-Bid process for the opportunity to be assigned work. The subcontracting set-aside requirement promotes opportunities for Small Business Enterprises and Disabled Veteran Owned Businesses without limiting the pool of Contractors eligible to participate in the Mini-Bid process. B. Please see the response to Part A above. C. Please see the response to Part A above.
16	Section 1.1 - Purpose And Intent Section 3.13.8.1	3. Why is this contract not a total set-aside to Small Businesses? Please see the response to Question #15.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
	Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract	
17	Section 1.1 - Purpose And Intent	Since projects will be individually awarded based on bids, what does the "blanket PO" refer to? A "Blanket P.O." is the term used in NJSTART to refer to "contracts", such as the Contract awarded as a result of this Bid Solicitation. As stated in Bid Solicitation Section 1.1, <i>Purpose and Intent</i>, "The State intends to award multiple Contracts with work to be assigned via Mini-Bid. The pool of Contractors awarded a Contract as a result of this Bid Solicitation shall be eligible to participate in the Mini-Bid process for the opportunity to be assigned work. The State makes no guarantee of assigned work volume."
18	Section 2.3 - Bid Amendments	A. Can you provide an estimated date when you intend to post answers to questions? B. If answers are not posted until September, can the State extend the deadline? A. Answers to questions received during the electronic question and answer period will be issued by this Bid Amendment (Bid Amendment #4). Bid Amendments will be posted as a file attachment on the "Summary" page and the "Attachments" tab of the Bid Solicitation. They will become part of the Bid Solicitation and part of any Contract(s) awarded as a result of the Bid Solicitation. Pursuant to Bid Solicitation Section 2.3, <i>Bid Amendments</i>, "there are no designated dates for release of Bid Amendments. Those Bidders who are on the bid holder list either through commodity code registration in NJSTART or by acknowledging the bid in NJSTART should receive notification of any Bid Amendment(s). If a Bidder is not on the bid holder list, Bid Amendments are still viewable on the "Summary" page of the Bid Solicitation in NJSTART". B. All Bid Amendments, including the posting of answers to submitted questions will be advertised a minimum of seven (7) business days prior to the scheduled Quote opening. N.J.A.C. 17:12-2.1 (b). Please note, the State works to post answers as quickly as possible. However, if the process takes longer than expected due to the volume or complexity of the questions submitted, the State can and will push the Quote Opening date back to provide Bidders sufficient time after the answers have been posted to submit a Quote. If applicable, revisions to the Quote Opening date will be posted via Bid Amendment in NJSTART.
19	Section 3.0 - Quote Submission Requirements	Can all 4 required sections of the quote be submitted in one attachment or 4 separate attachments? As specified by Bid Solicitation Section 3.12, <i>Quote Content</i>, the Quote should be submitted with the attachments organized in the following manner:

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
	Section 3.12 Quote Content	• Forms • Bidder Demonstration of its Ability to Complete the Scope of Work • Bidder Quote Review Form • State-Supplied Price Sheet Bidders should submit the above-referenced attachments as separate attachments, rather than as one single attachment.
20	Section 3.0 - Quote Submission Requirements	What should bidders do if the NJStart system is down/offline on due dates when attempting to submit questions or responses? The system has been offline at times while this solicitation has been active. Bidders are strongly encouraged to begin the Quote submission process in NJSTART prior to the Quote Opening day. Bidders may visit the NJSTART Vendor Support Page, which contains Quick Reference Guides (QRGs), supporting videos, a glossary of NJSTART terms, and helpdesk contact information. Bidders should utilize the QRGs before attempting to submit a Quote through NJSTART. It is the Bidder's responsibility to ensure that the Quote and attachments have been properly submitted. Inquiries concerning the use of NJSTART may be directed to njstart@treas.nj.gov. The Division will not respond to substantive questions related to the Bid Solicitation or any other Contract via this email address.
21	Section 3 Quote Submission Requirements Section 3.13.8.1 Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract Section 3.7 Joint Venture	We will be partnering with a PR firm to deliver the requirements of the RFP. A. Should we treat this as a subcontractor or co-pitch the RFP as a strategic alliance? B. Or would you consider this a Joint Venture? A. The Division is unable to advise the Bidder in the manner requested. It is the Bidder's responsibility to appropriately designate the partnering PR firm as a Subcontractor or to consider it as a Joint Venture. If the Bidder decides to subcontract, then it must refer to the outlined instructions in Bid Solicitation Section 3.13.8.1, <i>Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract</i>. If the Bidder intends to subcontract, it must submit a Subcontractor Utilization Plan and shall make a good faith effort to solicit and hire eligible New Jersey Small Business Enterprises and/or Disabled Veterans' Businesses by meeting all outlined requirements. B. If considering submitting the Quote as a Joint Venture, please follow the instructions in Bid Solicitation Section 3.7, <i>Joint Venture</i>, which instructs each party to the Joint Venture must individually complete and comply with all the forms and certification requirements in Bid Solicitation Section 3.0, <i>Quote Submission Requirements</i>.
22	Section 3.0 - Quote Submission Requirements	A. Are there specifics regarding the files or format required - fonts, spacing, file size? B. If there is a file size limit, can we submit multiple parts (eg creative examples vs. financials)?

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		A. The Bidder may submit its Quote in the stylistic formats it deems most appropriate, however, as stated in Bid Solicitation Section 3.1, <i>Quote Submission Requirements</i>, when submitting a Quote through NJSTART, do not use any symbols (i.e., #, @, \$, &, *) in the filename as this may prevent the Quote from being properly uploaded. Uploaded files must be compatible with Microsoft Office and/or Adobe software applications. DO NOT UPLOAD files with extensions such as .zip, .numbers, or .pages. Please ensure all attachment(s) are accurately labeled so that it is clear to the State which Quote submission requirement(s) the submitted attachment(s) are responding to. Please refer to Bid Solicitation Section 3.0, <i>Quote Submission Requirements</i>, for all Quote submission requirements. B. Yes, there is a 500 MB file size limit. Also, when uploading a file this is based on the file size and internet speed. For example, if you are uploading a 499 MB file with a slow connection, the user may be disconnected from the site before the upload is finished. The Bidder may submit its Quote in as many attachments as it deems necessary, provided that each attachment is accurately labeled so that it is clear to the State which Quote submission requirement(s) the submitted attachment(s) are responding to. Please refer to Bid Solicitation Section 3.0, <i>Quote Submission Requirements</i>, for all Quote submission requirements. Further, Bidders are strongly encouraged to visit the NJSTART Vendor Support Page, which contains Quick Reference Guides (QRGs), supporting videos, a glossary of NJSTART terms, and helpdesk contact information. Bidders should utilize the QRGs before attempting to submit a Quote through NJSTART. It is the Bidder's responsibility to ensure that the Quote and attachments have been properly submitted. Inquiries concerning the use of NJSTART may be directed to njstart@treas.nj.gov.
23	Section 3.0 - Quote Submission Requirements	We understand this Bid Solicitation is intended to pre-screen/select vendors who will then go on to submit proposals for resulting Mini-Bid(s). Will vendors who do not submit a proposal to this Bid Solicitation be able to submit a proposal during the Mini-Bid(s) stage? No, in order to be eligible to participate in the Mini-Bid process for the opportunity to be assigned work, a firm must be awarded a Contract as a result of a Quote submitted in response to this Bid Solicitation. Please refer to Bid Solicitation Section 3.0 - <i>Quote Submission Requirements</i>.
24	Section 3.0 - Quote Submission Requirements	Hello, what format would you like the document in? PDF, PPT, etc.? Thank you As stated in Bid Solicitation Section 3.1, <i>Quote Submission Requirements</i>, when submitting a Quote through NJSTART, do not use any symbols (i.e., #, @, \$, &, *) in the filename as this may prevent the Quote from being properly uploaded. <u>Uploaded files must be compatible with Microsoft Office and/or Adobe software applications.</u> DO NOT UPLOAD files with extensions such as .zip, .numbers, or .pages. Please ensure all attachment(s) are accurately labeled so that it is clear to the State which Quote submission requirement(s) the submitted attachment(s) are responding to. Please refer to

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		Bid Solicitation Section 3.0, <i>Quote Submission Requirements</i>, for all Quote submission requirements. Further, Bidders are strongly encouraged to visit the NJSTART Vendor Support Page, which contains Quick Reference Guides (QRGs), supporting videos, a glossary of NJSTART terms, and helpdesk contact information. Bidders should utilize the QRGs before attempting to submit a Quote through NJSTART. It is the Bidder's responsibility to ensure that the Quote and attachments have been properly submitted. Inquiries concerning the use of NJSTART may be directed to njstart@treas.nj.gov.
25	Section 3.1 Quote Submission	Will the documents that we submit for the Bid need to be print quality or will they only be viewed online? The Bidder shall ensure that all documents submitted in response to this Bid Solicitation contain information that is legible both when viewed online and printed. In order to be considered for award, the Quote must be received electronically by the Division's Proposal Review Unit, through NJSTART, by the required date and time.
26	Section 3.9 Disabled Veterans' Business Set-Aside Contract	I understand the preference for disabled veteran owned companies as subs. Is there preference given to disabled veteran owned companies as primes? No, pursuant to Bid Solicitation Section 3.9, <i>Disabled Veterans' Business Set-Aside Contract</i>, this Bid Solicitation does not include a contracting set-aside for Disabled Veteran-Owned Businesses. Pursuant to Bid Solicitation Section 3.13.8.1, <i>Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract</i>, this is a Contract with set-aside subcontracting for New Jersey Small Business Enterprises and/or Disabled Veteran Businesses. This means that if the Bidder intends to subcontract, it must take specific actions to make a good faith effort to solicit and hire eligible New Jersey Small Business Enterprises and/or Disabled Veteran Owned Businesses in order to be eligible for award consideration.
27	Section 3.13.7 Confidentiality/Commitment to Defend	Are we required to submit a redacted version of our quote along with the completed confidential/Commitment to Defend form? No, the Bidder is not required to submit a redacted version of its Quote. If the Bidder wishes to request that portion(s) of its Quote be redacted and exempt from public disclosure under the Open Public Records Act (OPRA), the Bidder must provide a detailed statement clearly identifying those sections of the Quote that it claims are exempt from production, and the legal and factual basis that supports said exemption(s) as a matter of law as part of the Confidentiality/Commitment to Defend Form, pursuant to Bid Solicitation Section 3.13.7, <i>Confidentiality/Commitment to Defend</i>. The State reserves the right to make the final determination as to what to disclose in response to an OPRA request. Any information that the State determines to be exempt from disclosure under OPRA will be redacted.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		Refer to Bid Solicitation Section 3.13.7, <i>Confidentiality/Commitment to Defend</i> , for additional information.
28	Section 3.13.8 Subcontractor Utilization Plan State of New Jersey Standard Terms and Conditions - Section 5.8 Subcontracting	A. How will the state and Treasury police and monitor that the subcontractors listed on A contractors subcontractor list are actually receiving dollars and dollars are passing through to them as part of this award? B. What percentage of total dollars would the state like to see passed through to small business subcontractors? A. Pursuant to Bid Solicitation Section 3.13.8, <i>Subcontractor Utilization Plan</i>, Bidders intending to use Subcontractors shall submit a completed Subcontractor Utilization Plan form for the State's review. The Contractor may substitute or add Subcontractors during the Contract term as necessary, subject to the approval of the Director and in accordance with the requirements in Bid Solicitation Section 3.13.8, <i>Subcontractor Utilization Plan</i>, Section 3.13.10, <i>Affirmative Action</i>, Section 3.13.13, <i>Business Registration</i>, and SSTC Section 5.8, <i>Subcontracting</i>. The Contract(s) awarded as a result of this Bid Solicitation will be a formal agreement between the State and each Contractor. Bid Solicitation Section 9.2, <i>Definitions</i>, defines the term Subcontractor as "An entity having an arrangement with a Contractor, whereby the Contractor uses the products and/or services of that entity to fulfill some of its obligations under its State Contract, while retaining full responsibility for the performance of all Contractor's obligations under the Contract, including payment to the Subcontractor. The Subcontractor has no legal relationship with the State, only with the Contractor." The State is not entering into a contract with any named Subcontractor(s), and therefore does not police or monitor the business relationship between the awarded Contractor(s) and its Subcontractor(s). B. If a Bidder intends to subcontract, Bid Solicitation Section 3.13.8, <i>Subcontractor Utilization Plan</i>, indicates that Bidders must make a good faith effort to solicit and hire eligible New Jersey Small Business Enterprises and/or Disabled Veterans' Businesses. In addition, Contractors awarded a Contract which contains the set-aside subcontracting requirement shall fully cooperate in any studies or surveys which may be conducted by the State to determine the extent of the Bidder's compliance with N.J.A.C. 17:13-1.1 et seq., and this Bid Solicitation. The State does not monitor or set forth requirements for economic value transferred to a subcontractor as part of the Bid Solicitation.
29	Section 3.13.8 - Subcontractor Utilization Plan Section 4.3 - Work To Be Performed By The Contractor For A Specific Campaign	A. Regarding subcontractors, we work with a variety of vendors, customized on the specific project need. To accurately depict who would be the best suited vendor partners, we would need a better understanding of the project scope. B. We also are consistently exploring new partnership opportunities, so these partners could change from the time we submit this information. Is this something we could provide at a later stage in the process? A. Please refer to Bid Solicitation Sections 4.3, <i>Work to be Performed by the Contractor for a Specific Campaign</i>, for a complete overview of type of

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		services to be provided by the Contractor for each Campaign. B. Pursuant to Bid Solicitation Section 3.13.8, <i>Subcontractor Utilization Plan</i>, Bidders intending to use Subcontractors shall submit a completed Subcontractor Utilization Plan form for the State's review. The Contractor may substitute or add Subcontractors during the Contract term as necessary, subject to the approval of the Director and in accordance with the requirements in Bid Solicitation Section 3.13.8, <i>Subcontractor Utilization Plan</i>, Section 3.13.10, <i>Affirmative Action</i>, Section 3.13.13, <i>Business Registration</i>, and SSTC Section 5.8, <i>Subcontracting</i>.
30	Section 3.13.8 Subcontractor Utilization Plan Section 4.3.1 Advertising Section 4.3.3 Public Relations Section 9.2 Definitions State of New Jersey Standard Terms and Conditions - Section 5.8 Subcontracting	To execute on a comprehensive campaign, 3rd party vendors in radio, TV, outdoor, and transit are required. A. Are these considered subcontractors? B. If yes, should all existing relationships be added to the subcontractor utilization plan from the start or should these be added once mini-bid agreements are secured? A. No, 3rd party vendors in media outlets utilized as part of a campaign are not required to be considered Subcontractors. Please refer to Bid Solicitation Section 4.3.1, <i>Advertising</i>, and Section 4.3.3, <i>Public Relations</i>, for the Contractor's responsibilities regarding media outlets. Please refer to Bid Solicitation Section 9.2, <i>Definitions</i>, for the complete definition of a Subcontractor. B. The Bidder should submit the requested information for all Subcontractors it intends to utilize to deliver the subject services. Pursuant to Bid Solicitation Section 3.13.8, <i>Subcontractor Utilization Plan</i>, Bidders intending to use Subcontractors shall submit a completed Subcontractor Utilization Plan form for the State's review. The Contractor may substitute or add Subcontractors during the Contract term as necessary, subject to the approval of the Director and in accordance with the requirements in Bid Solicitation Section 3.13.8, <i>Subcontractor Utilization Plan</i>, Section 3.13.10, <i>Affirmative Action</i>, Section 3.13.13, <i>Business Registration</i>, and SSTC Section 5.8, <i>Subcontracting</i>.
31	Section 3.13.8 Subcontractor Utilization Plan State of New Jersey Standard Terms and Conditions - Section 5.8 Subcontracting	A. Because we are a full-service organization, we do not anticipate needing subcontractors, but can this be revisited in the future, depending on the requirements of the micro-bid? B. (For example, if MWBE partners are required?) A. If the Bidder does not intend to use Subcontractors at the time of Quote submission, it does not have to submit a completed Subcontractor Utilization Plan form as part of its Quote. Pursuant to Bid Solicitation Section 3.13.8, <i>Subcontractor Utilization Plan</i>, the Contractor may substitute or add Subcontractors during the Contract term as necessary, subject to the approval of the Director and in accordance with the requirements in Bid Solicitation Section 3.13.8, <i>Subcontractor Utilization Plan</i>, Section 3.13.10, <i>Affirmative Action</i>, Section 3.13.13, <i>Business Registration</i>, and SSTC Section 5.8, <i>Subcontracting</i>. B. Please see the response to Part A above.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
32	Section 4.3.1 Advertising Section 4.3.3 Public Relations Section 4.3.5 Job Printing	Do we need to list sub-contractors on the Bid for production - including printing, photography or video - or are they considered vendors per 4.3.5 bullet A, that are sourced during the Contract Term? No, 3rd party vendors in media outlets and printed materials utilized as part of a campaign are not required to be considered Subcontractors. Please refer to Bid Solicitation Section 4.3.1, <i>Advertising</i>, and Section 4.3.3, <i>Public Relations</i>, for the Contractor's responsibilities regarding media outlets. Please refer to Bid Solicitation Section 4.3.5 for the Contractor's responsibilities when purchasing printed materials from 3rd parties.
33	Section 3.13.8.1 - Small Business And/Or Disabled Veterans' Business Subcontracting Set-Aside Contract	Will preferences be given to companies who can show dollar pass thrus to Small business subcontractors based in NJ? No, there will be no type of preference given to companies that show dollar pass-throughs to Subcontractors registered as Small Business Enterprises in New Jersey, however, pursuant to Bid Solicitation Section 3.13.8.1, <i>Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract</i>, this is a Contract with set-aside subcontracting for New Jersey Small Business Enterprises and/or Disabled Veterans' Businesses. This means that if the Bidder intends to subcontract, it must take specific actions to make a good faith effort to solicit and hire eligible New Jersey Small Business Enterprises and/or Disabled Veterans' Owned Businesses in order to be eligible for award consideration. Refer to Bid Solicitation Section 3.13.8.1 for additional information.
34	Section 3.13.8.1 - Small Business And/Or Disabled Veterans' Business Subcontracting Set-Aside Contract	A. Will all small businesses be treated the same when it comes to set asides on this contract? For example a business that has \$12 mln or \$30 mln dollars in revenue is not the same as a small business that has say \$750,000-\$1,000,000 in annual revenue. B. What does the state plan to do to make sure smaller small business and NJ-businesses that pay taxes and create NJ jobs are included in the spends related to T3067? C. How does the state of NJ define a SBE or Small Business Enterprise? A. Pursuant to Bid Solicitation Section 3.13.8.1, <i>Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract</i>, this is a Contract with set-aside subcontracting for New Jersey Small Business Enterprises and/or Disabled Veterans' Businesses. This means that if the Bidder intends to subcontract, it must take specific actions to make a good faith effort to solicit and hire eligible New Jersey Small Business Enterprises and/or Disabled Veteran's Owned Businesses in order to be eligible for award consideration. The Bid Solicitation cover page specifies that this subcontracting set-aside applies specifically to Small Business Enterprises registered in either Category I, Category II, and/or Category III for goods and services. Please see the breakdown of each Category's criteria below: Category I: No more than 100 full-time employees whose gross revenues do not exceed \$500,000; Category II: No more than 100 full-time employees whose gross revenues do

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		not exceed \$5 million; and Category III: No more than 100 full-time employees whose gross revenues do not exceed \$12 million or the applicable federal revenue standards established at 13 CFR 121.201, whichever is higher, as may be adjusted periodically. B. Please see the State's response to Part A above. C. Pursuant to N.J.S.A. 52:32-19, N.J.A.C. 17:13-1.2, and N.J.A.C. 17:13-2.1, "small business" means a business that meets the requirements and definitions of "small business" and has applied for and been approved by the New Jersey Division of Revenue and Enterprise Services, Small Business Registration and M/WBE Certification Services Unit as (i) independently owned and operated, (ii) incorporated or registered in and has its principal place of business in the State of New Jersey; (iii) has 100 or fewer full-time employees; and has gross revenues falling in one (1) of the six (6) identified categories. Please refer to the definition of "Small Business" found in Bid Solicitation Section 9.2, <i>Definitions</i>.
35	Section 3.13.8.1 - Small Business And/Or Disabled Veterans' Business Subcontracting Set-Aside Contract	Will preference be given to women and non-white owned firms at the subcontractor level or contractor level? The Division is currently only able to include set-asides and preferences for Small Businesses and Disabled Veterans' Businesses as part of this Bid Solicitation. Pursuant to Bid Solicitation Section 3.13.8.1, <i>Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract</i>, this is a Contract with set-aside subcontracting for New Jersey Small Business Enterprises and/or Disabled Veterans' Businesses. This means that if the Bidder intends to subcontract, it must take specific actions to make a good faith effort to solicit and hire eligible New Jersey Small Business Enterprises and/or Disabled Veteran's Owned Businesses in order to be eligible for award consideration.
36	Section 3.13.8.1 - Small Business And/Or Disabled Veterans' Business Subcontracting Set-Aside Contract	A. Does the State have preferred vendors they would want their agencies to work with? B. If so, can you provide that list? A. The State does not have "preferred vendors"; however, pursuant to Bid Solicitation Section 3.13.8.1, <i>Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract</i>, this is a Contract with set-aside subcontracting for New Jersey Small Business Enterprises and/or Disabled Veterans' Businesses. This means that if the Bidder intends to subcontract, it must take specific actions to make a good faith effort to solicit and hire eligible New Jersey Small Business Enterprises and/or Disabled Veteran's Owned Businesses in order to be eligible for award consideration. B. Please see the response to Part A above.
37	Section 3.13.8.1 - Small Business And/Or Disabled Veterans' Business	If we are in the process of renewing our certification as a small (and minority) business enterprise, are we still eligible to be considered as a contract awardee as long as we have this certification in place at time of

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
	Subcontracting Set-Aside Contract	the subsequent Mini-Bid(s)? For reference, we are a minority and woman-owned business. All firms, regardless of Small or Minority Business Enterprise designation status, are eligible to submit a Quote for award consideration in response to this Bid Solicitation. Pursuant to Bid Solicitation Section 3.13.8.1, <i>Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract</i>, this is a Contract with set-aside subcontracting for New Jersey Small Business Enterprises and/or Disabled Veterans' Businesses. This means that if the Bidder intends to subcontract, it must take specific actions to make a good faith effort to solicit and hire eligible New Jersey Small Business Enterprises and/or Disabled Veteran's Owned Businesses in order to be eligible for award consideration.
38	Section 3.13.8.1 - Small Business And/Or Disabled Veterans' Business Subcontracting Set-Aside Contract	A. Is it correct to assume that IF a subcontracted service requiring certain expertise/experience is not found among those fitting the set-aside criteria, after a good faith effort, it is permissible to secure those services outside those criteria? B. Regarding the "good faith effort", Who will assist in providing the listing of those fitting the set-aside criteria and offering the needed services? C. Is it available on demand in NJSTART? A. According to Bid Solicitation Section 3.13.8.1 <i>Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract</i>, the Bidder is required to keep record of its good faith efforts to locate eligible New Jersey Small Business Enterprises and/or Disabled Veterans' Businesses. If after all documented good faith efforts to secure an eligible subcontractor do not give any results, then the Contractor is permitted to look for other subcontractors who meet or exceed the capability to perform the requirements of the Bid Solicitation. B. As stated in Bid Solicitation Section 3.13.8.1 <i>Small Business and/or Disabled Veterans' Business Subcontracting Set-Aside Contract</i>, the Bidder must request a listing of New Jersey Small Business Enterprises and/or Disabled Veterans' Businesses from the Division of Revenue and Enterprise Services, Small Business Registration and M/WBE Certification Services Unit if none are known to the Bidder. C. Please see the response to Part B above.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
39	Section 3.13.13 - Business Registration Section 8.9 - Evaluation Criteria	Will preference be given to NJ-based companies on this bid award? No, there will be no type of preference given to companies based in New Jersey, however, pursuant to Bid Solicitation Section 3.13.13, <i>Business Registration</i>, the Bidder and its named Subcontractors must have a valid New Jersey Business Registration Certificate issued by the Department of the Treasury prior to the award of a Contract in accordance with N.J.S.A. 52:32-44(b). It is the intent of the State to award Contracts to those responsible Bidders whose Quotes, conforming to this Bid Solicitation are most advantageous to the State, price and other factors considered. Please refer to Bid Solicitation Section 8.9, <i>Evaluation Criteria</i>, for the evaluation criteria categories that will be used to evaluate Quotes received in response to this Bid solicitation.
40	Section 3.13.13 Business Registration	If we are in the process of registering for a New Jersey State Business Registration Certificate, is it acceptable to show proof that the registration process has been started prior to the date of the proposal being due? A Bidder may still submit a Quote if it does not have a valid Business Registration Certificate ("BRC") at the time of the Quote Submission Due Date. However, a Bidder and its named Subcontractors must have a valid BRC issued by the Department of the Treasury, Division of Revenue and Enterprise Services <u>prior to the award of a Contract</u>.
41	Section 3.13.13 Business Registration	Does the contract have to have a registered business in New Jersey? We are registered in NY but have many staff in NJ? and subcontractors? Last year there was a company who was awarded your business that was not based in NJ. All Contractors and Subcontractors must have a valid Business Registration Certificate issued by the Department of the Treasury, Division of Revenue and Enterprise Services, in accordance with Bid Solicitation Section 3.13.13, <i>Business Registration</i>. The Contractor does not have to be physically based in New Jersey in order to receive a Business Registration Certificate, or to be considered for award.
42	Section 3.14 Bidder Demonstration Of Its Ability To Complete The Scope Of Work Section 3.7 Joint Venture Section 4.0 Scope of Work	A. If our agency specializes in one of the main elements of the Scope of Work (i.e. Media Planning/Buying). Can we submit only for media (and not respond to the other parts of the SOW) and still be considered? B. Or in this situation are you looking for vendors to create joint ventures ensuring all elements of the SOW (Media/PR/Creative) are addressed? A. No, the Bidder cannot submit only for media and not respond to the other parts of the Scope of Work. The Bidder must describe its approach and plans for accomplishing the work outlined by Bid Solicitation Section 4.0, <i>Scope of Work</i>, as stated in Bid Solicitation Section 3.14, <i>Bidder Demonstration Of Its Ability To Complete The Scope Of Work</i>. In the Bidder Quote Overview Form, described in Bid Solicitation Section 3.14.1, the Bidder's responses to complete the Scope of Work should be realistic, attainable, appropriate, and

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		that the Bidder's Quote will lead to the successful completion of the tasks required. The State-Supplied Price Sheet consists of the following two (2) tabs: Tab 1: Media Placement; and Tab 2: Hourly Rates. Bidders must complete both Tab 1 and Tab 2 in accordance with the instructions specified by Bid Solicitation Section 3.22, <i>State-Supplied Price Sheet Instructions</i>. B. The decision to form a Joint Venture is at the discretion of the Bidder, if the Bidder wishes to do so. If considering to submit the Quote as a Joint Venture, please follow the instructions in Bid Solicitation Section 3.7, <i>Joint Venture</i>, which instructs that each party comprising the Joint Venture must individually complete and comply with all the forms and certification requirements in Bid Solicitation Section 3.0, <i>Quote Submission Requirements</i>.
43	Section 3.15 Campaign Samples	A. May the campaign samples be a blend of both State Clients and those in the private sector? B. Or do you prefer State efforts, at least to the degree possible? A. Yes, the Campaign samples submitted by the Bidder to satisfy the requirement of Bid Solicitation Section 3.15, <i>Campaign Samples</i>, may be a blend of both State and private sector clients. The Bidder should select the samples of Campaigns it submits as part of its Quote that fall within the three (3) budget types specified, are diverse in nature, and include the level of detail it determines necessary to assist the Division in its evaluation of the Bidder's ability to successfully complete the Scope of Work as stated in the Bid Solicitation. B. Please see the response to Part A above
44	Section 3.15 Campaign Samples	A. If we were to create a hypothetical sample, is there a preference for the type of product? B. For example, would you prefer a community service message or a consumer packaged good? A. No, the Campaign samples submitted by the Bidder to satisfy the requirement of Bid Solicitation Section 3.15, <i>Campaign Samples</i>, do not have a product preference type. The Bidder should select the samples of Campaigns it submits as part of its Quote that fall within the three (3) budget types specified, are diverse in nature, and include the level of detail it determines necessary to assist the Division in its evaluation of the Bidder's ability to successfully complete the Scope of Work as stated in the Bid Solicitation. B. Please see the response to Part A above.
45	Section 3.15 Campaign Samples Section 4.0 Scope of Work Section 8.9 Evaluation Criteria	A. How should the campaign samples be structured? B. And how will they be evaluated? C. Please rank in importance 1) Budget 2) Strategy 3) Creativity 4) Diversification of Services and/or 5) Measurable Outcomes

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		A. The Campaign samples submitted by the Bidder should be structured in the manner and with the level of detail it determines necessary to assist the Division in its evaluation of the Bidder's ability to successfully complete the Scope of Work. The Bidder should select the samples of Campaigns it submits as part of its Quote that fall within the three (3) budget types specified and are diverse in nature. Refer to Bid Solicitation Section 3.15, <i>Campaign Samples</i>, for additional information. B. Refer to Bid Solicitation Section 8.9.1, <i>Technical Evaluation Criteria</i>, for additional information regarding the technical evaluation criteria that will be utilized to evaluate Quotes. C. The State declines to rank the items in the manner requested. Please refer to Bid Solicitation Section 8.9, <i>Evaluation Criteria</i>, for information related to how the Division intends to evaluate Quotes received in response to the subject Bid Solicitation.
46	Section 3.15 Campaign Samples	Large Budget - Can you provide a topic to build out a hypothetical campaign for this tier? No, the Bidder is responsible for designing and producing creative concepts that are based on relevancy should it choose to submit samples of hypothetical campaigns as an alternative to providing samples of actual campaigns completed, as requested by Bid Solicitation Section 3.15, <i>Campaign Samples</i>.
47	Section 3.15 Campaign Samples	For section 3.15 (Campaign Samples), are the bidders required to submit at least one (1) example of each of the three specified budget types (Small, Mid, Large) they successfully completed? Yes, the State is requesting that the Bidder provide one (1) or more samples of campaigns that fall within each of the three (3) listed budget types. Pursuant to Bid Solicitation Section 3.15, <i>Campaign Samples</i>, the Bidder should submit three (3) or more samples of campaigns that the Bidder has successfully completed. The Bidder should provide samples of campaigns that fall within the following budget types: small budget - up to approximately \$50,000; mid budget - around \$500,000; and large budget - approximately \$5 million or higher. The campaign samples provided should be diverse in nature, and the Bidder should include the level of detail it determines necessary to assist the Division in its evaluation of the Bidder's ability to successfully complete the Scope of Work. The Bidder may submit samples of hypothetical campaigns as an alternative to providing samples of actual campaigns completed.
48	Section 3.15 Campaign Samples	For section 3.15 (Campaign Samples), are the bidders required to submit at least one (1) example of each of the three specified budget types (Small, Mid, Large) they successfully completed? Please refer to the answer to Question #47.
49	Section 3.19 Resumes	Do you have a standardized template that can be provided to ease the State's internal review process?

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		No, the State does not have a standard resume template.
50	Section 3.20 Experience With Contracts of Similar Size And Scope	The RFP states that bidders should include a comprehensive list of contracts of similar size and scope. If a company has dozens of relevant contracts can the State provide a minimum number of contracts bidders should include given the depth of detail the State has requested for each contract? No, there is no minimum amount of contracts the Bidder is requested to provide. As stated in Bid Solicitation Section 3.20, <i>Experience With Contracts Of Similar Size And Scope</i>, emphasis should be placed on contracts that are similar in size and scope to the work required by this Bid Solicitation. Bidder should list the amount of contracts it deems necessary to convey to the State that it possesses the ability to successfully complete services similar to those required by this Bid Solicitation.
51	Section 3.20 Experience With Contracts of Similar Size And Scope	This section notes that the bidder should provide "...findings by any governmental agency for which the Bidder is/was the Contractor on any contracts of similar scope.". Is the State asking bidders to include details about every government contract of similar scope, or can the State provide a maximum number to include? The referenced language from Section 3.20 is related to negative audits, reports, or findings by any governmental agency for which the Bidder is/was the Contractor on any contracts of similar scope. The Bidder must provide details of any negative actions taken by other contracting entities against them in the course of performing these projects including, but not limited to, receipt of letters of potential default, default, cure notices, termination of services for cause, or other similar notifications/processes. Refer to Section 3.20, <i>Experience With Contracts of Similar Size And Scope</i>, for additional information.
52	Section 3.20 Experience With Contracts of Similar Size And Scope	A. Is response to this section to be focused only on State contracts? B. Or may we provide examples of Clients of similar size and scope from the private sector? A. No, the listing of contracts of similar size and scope submitted by the Bidder to satisfy the requirement of Bid Solicitation Section 3.20, <i>Experience with Contracts of Similar Size and Scope</i>, does not have to be focused only on State contracts. Contracts with private sector clients may be provided, however, emphasis should be placed on contracts that are a similar size and scope to the work required by this Bid Solicitation. The Bidder should include the contracts and level of detail it determines necessary to show how such contracts relate to the ability of the firm to complete the services required by this Bid Solicitation. B. Please see the response to Part A above.
53	Section 3.21 Financial Capability of Bidder	In past responses, we have submitted the name and contact information of our banker to attest to the agency's financial capability. Will this still be a suitable response to this request?

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		The Bidder should provide sufficient financial information to enable the State to assess the financial strength and creditworthiness of the Bidder and its ability to undertake and successfully complete the Contract. If the requested information is not supplied with the Quote, the State may still require the Bidder to submit it. If the Bidder fails to comply with the request within seven (7) business days, the State may deem the Quote non-responsive. Refer to Bid Solicitation Section 3.21, <i>Financial Capability of the Bidder</i>, for additional information regarding the requested financial information.
54	Section 3.22 State-Supplied Price Sheet Instructions	The RFP states that, "...pricing at the rates in effect in the last year of this Contract or rates more favorable to the State.", should be used if the contract is extended for up to two years. A. Since there is only one rate allowed for the original 3-year period, and the extension can only use those rates, how can bidders have the opportunity to increase rates 4-5 years from now? B. Will the State allow bidders to negotiate rates in the extension years or would the State prefer for bidders to offer higher hourly rates now that can be used for the next 5 years? A. As stated in Bid Solicitation Section 3.22, <i>State-Supplied Price Sheet Instructions</i>, the Bidder is required to submit rates for all three (3) Contract Years for Price Line 1 and Price Lines 5 through 29. The Bidder is able to submit different rates for each Contract Year (Years 1-3) of the same Price Line. If the Contract is extended, the pricing will be extended at the rates in effect in the last year of the Contract or rates more favorable to the State, pursuant to Bid Solicitation Section 5.1, <i>Contract Term and Extension Option</i>. In an exceptional situation the State may consider a price adjustment, as contemplated by SSTC Section 6.1; however, Bidders/Contractors shall have no expectation of receiving a price increase during the term of the Contract, including extensions. Accordingly, it is the responsibility of the Bidder to make a business decision when submitting its pricing on the State-Supplied Price Sheet. B. Please see the response to Part A above.
55	Section 3.22 State-Supplied Price Sheet Instructions	If there are cost concerns related to our pricing sheet, is there an opportunity for a discussion on expected rates? No, the Bidder must submit pricing pursuant to the instructions in Bid Solicitation Section 3.22, <i>State-Supplied Price Sheet Instructions</i>. Failure to submit all required information in the manner specified will result in the Quote being deemed non-responsive and ineligible for award. Further, the Bidder must not make changes to the format of the State-Supplied Price Sheet, add/remove Price Lines, or add additional language, assumptions, and/or fees. Such actions may result in the Quote being deemed non-responsive and ineligible for award.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
56	Section 3.22.1 TAB1: Media Placement Price Sheet Instructions Section 4.2.1 Issuance of a Mini-Bid Request	A. Approximately how many of the advertising mini bids involve search engine keyword targeted campaigns? B. How many involve display network advertising campaigns? C. To expand on question 6) Billing for campaigns and advertising with search engines: does the state, its agency, or mini bid provider include billing information for monies paid directly to search engines (via credit card or established net terms)? D. (Section 3.15 campaign samples) indicates small, medium, and large budget sizes but does not breakdown timeframe for budget. Is this weekly, monthly, annually please elaborate. E. Price Sheet Tab 1: Does Media placement mark-up include internet advertising campaigns that use campaigns running on Google & Microsoft? A. The State is not able to provide this metric as there is no guarantee of assigned work volume. Pursuant to Bid Solicitation Section 4.2.1, <i>Issuance of a Mini-Bid Request</i>, the type of work expected to be performed will be detailed in the Scope of Work of each Mini-Bid request issued by the Using Agency SCM or designee. The Mini-Bid request will include the Scope of Work requirements needed at that time. B. Please see the response to Part A above. C. Please see the response to Part A above. D. It is the responsibility of the Bidder to provide samples that fall within the parameters specified by Section 3.15. The State declines to provide additional parameters. The campaign samples provided should be diverse in nature, and the Bidder should include the level of detail it determines necessary to assist the Division in its evaluation of the Bidder's ability to successfully complete the Scope of Work. E. Yes, as stated in Bid Solicitation Section 4.1, <i>Contract Specific Definitions</i>, the Media Placement Mark-Up Percentage is defined as Price Line 1 which comprises the percentage of commission paid to the Contractor for ad placement. This includes the placement of advertising on all forms of media space, including placement of ads on digital channels such as Google. Pursuant to Bid Solicitation Section 3.22.1, Tab 1: <i>Media Placement Price Sheet Instructions</i>, the Bidder shall submit a Media Placement Mark-Up Percentage for all three (3) Contract Years of Price Line 1, which comprises the percentage of commission paid to the Contractor for ad placement.
57	Section 3.22.1 TAB1: Media Placement Price Sheet Instructions	If an agency uses different media mark up percentages based on the specific media placed, how do we show this on a single row on the Excel document? As stated in Bid Solicitation Section 3.22.1, <i>Tab 1: Media Placement Price Sheet Instructions</i>, the Bidder is required to submit rates for all three (3) Contract Years for Price Line 1, which comprises the percentage of

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		commission paid to the Contractor for ad placement. Though the Bidder is able to submit different rates for each Contract Year of the same Price Line, the Media Placement Mark-Up rate submitted for each Contract Year shall consider the placement of advertising on all forms of media space.
58	Section 3.22.2 - Tab 2: Hourly Rates Price Sheet Instructions	If the price sheet does not include unique titles relevant to parts of the scope of work, will the State consider adding marketing research titles such as research director, research manager, and researcher to complete work outlined in Section 4.3.1.L? No, additional labor titles shall not be added to the State-Supplied Price Sheet. Pursuant to Bid Solicitation Section. 3.22.2, <i>Tab 2: Hourly Rates Price Sheet Instructions</i>, the Bidder shall equate its firm's internal staff qualifications to the labor titles included in Tab 2 of the State-Supplied Price Sheet, not alter the State-Supplied Price Sheet in any way or add additional labor titles, and include all project management requirements pursuant to Section 4.0 of the Bid Solicitation in the All-Inclusive Hourly Rate for all labor titles. No additional fees will be paid.
59	Section 3.22.2 - Tab 2: Hourly Rates Price Sheet Instructions Section 4.2.2 - Engagement Response Requirements	No mention is made of developing or updating websites. Typically for campaigns, creating new landing pages or microsites, or updating existing websites, is necessary. A. Can the State confirm that it does not have a need for bidders to support these activities? B. If the SOW is amended to include this type of work, can the State update the Price Sheet so bidders can include titles for three levels (junior, mid-level and senior) of web developers? A. The Contractor may be required to assist in the development or updating of websites as part of the needs of a specific Campaign. If required, this type of work will be detailed in the Scope of Work of the Mini-Bid request issued by the Using Agency SCM or designee. As stated in Bid Solicitation Section 4.2.2, <i>Engagement Response Requirements</i>, if a Contractor is not able to participate in a specific Mini-Bid request because it does not possess expertise in that specific area, the Contractor shall decline the request in writing to the requesting Using Agency SCM or designee. B. The State declines to revise the State-Supplied Price Sheet as requested. Please see the response to Question #58.
60	Section 3.22.2 - Tab 2: Hourly Rates Price Sheet Instructions	Is there any objection if the agency uses a blended rate for each team member rather than individual rates by position? Pursuant to Bid Solicitation Section. 3.22.2, <i>Tab 2: Hourly Rates Price Sheet Instructions</i>, the Bidder shall Equate its firm's internal staff qualifications to the labor titles included in Tab 2 of the State-Supplied Price Sheet, not alter the State-Supplied Price Sheet in any way or add additional labor titles, and include all project management requirements pursuant to Section 4.0 of the

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		Bid Solicitation in the All-Inclusive Hourly Rate for all labor titles. No additional fees will be paid.
61	Section 3.22.2 Tab 2:Hourly Rates Price Sheet Instructions	Can we provide an addendum to include job roles not included in the provided rate card? No, additional labor titles shall not be added to the State-Supplied Price Sheet. Pursuant to Bid Solicitation Section. 3.22.2, <i>Tab 2: Hourly Rates Price Sheet Instructions</i>, the Bidder shall Equate its firm's internal staff qualifications to the labor titles included in Tab 2 of the State-Supplied Price Sheet, not alter the State-Supplied Price Sheet in any way or add additional labor titles, and include all project management requirements pursuant to Section 4.0 of the Bid Solicitation in the All-Inclusive Hourly Rate for all labor titles. No additional fees will be paid.
62	Section 3.22.2 Tab 2:Hourly Rates Price Sheet Instructions	If we do not employ all of the listed roles on the price sheet and we enter "No Bid" on those items, will we be at a disadvantage to compete in subsequent Mini-Bids? All price lines must be filled out in accordance with the instructions provided in the Bid Solicitation Section 3.22.2 <i>Tab 2: Hourly Rates Price Sheet Instructions</i>. If a Bidder leaves a required price line blank or puts "No Bid", then that Bidder's Quote will be deemed non-responsive and ineligible for Contract award.
63	Section 3.22.2 Tab 2:Hourly Rates Price Sheet Instructions	We do not offer PR services. We do not want our Bidder Response to be adversely affected by services we do not offer, therefore want to submit the Bid correctly. A. If we do not bid on work related to 4.3.3 Public Relations, should we include "No Bid" in the Public Relations titles in the Pricing Sheet? B. Additionally within the Mini-Bid process, we would notify the SCM that we decline to Bid per 4.2.2 correct? A. If a Bidder puts "No Bid" for a required price line, the Quote will be deemed non-responsive and ineligible for award. Please refer to the Answer in Question #62. B. If a Contractor is not able to participate in a specific Mini-Bid request due to a conflict of interest, scheduling issue, or because it does not possess expertise in that specific area, the Contractor shall decline the request in writing to the requesting Using Agency SCM or designee.
64	Section 4.0 - Scope Of Work	A. How does this scope of work relate to other State initiatives, e.g. Tourism or Lottery? B. Will there be any collaboration with other agencies? A. Bid Solicitation Section 4.0, <i>Scope of Work</i>, provides the full scope of services required from the awarded Contractor(s). The specific type of work the Contractor is expected to perform will be detailed in the Scope of Work of the Mini-Bid request issued by the Using Agency SCM or designee. The Scope of Work for each Mini-Bid request will be customized to the particular needs of the Campaign and include details for how the Campaign relates to other State

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		initiatives, as applicable. B. The Contract(s) awarded as a result of this Bid Solicitation will be available for use by all State Using Agencies as well as the State's Intrastate Cooperative Purchasing Participants. Using Agencies may choose to collaborate with other Using Agencies as part of campaign initiative; however, the Division is unable to speculate as to whether or not that will occur.
65	Section 4.0 - Scope Of Work	What languages besides Spanish are anticipated to be required through the subsequent Mini-Bids? The Contractor may be required to provide Spanish and/or other language translations of advertising materials as requested as part of the needs of a specific Campaign. If required, this type of work will be detailed in the Scope of Work of the Mini-Bid request issued by the Using Agency SCM or designee. The State cannot anticipate the future need for other languages at this time.
66	Section 4.0 - Scope Of Work	How many press releases and in how many languages are anticipated to be required each month in the subsequent Mini-Bids? The Contractor may be required to produce and place press releases in newspapers as well as provide Spanish and/or other language translations of advertising materials as requested as part of the needs of a specific Campaign. If required, this type of work will be detailed in the Scope of Work of the Mini-Bid request issued by the Using Agency SCM or designee. The State cannot anticipate the future need for press releases or other languages at this time.
67	Section 4.0 - Scope Of Work	Will Mini-Bid Engagement Responses be expected to include pitch creative/media work or just an explanation of the Agency services, process and deliverables? The Contractor may be required to include pitch creative/media work as requested as part of the needs of a specific Campaign. If required, this type of work will be detailed in the Scope of Work of the Mini-Bid request issued by the Using Agency SCM or designee. The State cannot anticipate the future need for this at this time.
68	Section 4.0 - Scope Of Work	A. Regarding 4.3.1.K.j - is the scope of work regarding web pages related to campaign support? B. Or will there be website redesign projects within the scope of Mini-Bids? A. The Contractor may be required to create web pages related to Campaign support as requested as part of the needs of a specific Campaign. If required, this type of work will be detailed in the Scope of Work of the Mini-Bid request issued by the Using Agency SCM or designee. The State cannot anticipate the future need for the creation of web pages at this time. B. Please see the response to Part A above.
69	Section 4.0 - Scope Of Work	What is the size/scope of the services required by this Bid Solicitation? There is no budget or budget range tied to this RFP.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		Please refer to Bid Solicitation Section 4.0, <i>Scope of Work</i>, for the full scope of services required from the awarded Contractor(s). The specific type of work the Contractor is expected to perform will be detailed in the Scope of Work of the Mini-Bid request issued by the Using Agency SCM or designee. The Scope of Work for each Mini-Bid request will be customized to the particular needs of the Campaign.
70	Section 4.2 Engagement Process and Method of Operation for Use of the Contract	A. Is there an estimate for the number of campaign requests that will be made over the course of a year? B. Is there any seasonality to the requests? C. Or heavy vs light periods? A. Pursuant to Bid Solicitation Section, <i>4.2 Engagement Process and Method of Operation for Use of the Contract</i>, the State makes no guarantee of assigned work volume. There is no estimation for volume of usage either in labor hours or cost. B. Please see the response to Part A above. C. Please see the response to Part A above.
71	Section 4.2.1 Issuance Of A Mini- Bid Request	A. Does the agency use Google & Microsoft for internet advertising specifically search/keyword, display/network, and YouTube/video campaigns? B. If so, will access existing Google Ads Account, Microsoft Bing Accounts, and related analytics account be provided from previous vendor or agency? C. Will the state consider new qualified bidders who solely focus only on search engine advertising? A. The Contractor may be required to utilize internet advertising as part of the needs of a specific Campaign. If required, this type of work will be detailed in the Scope of Work of the Mini-Bid request issued by the Using Agency SCM or designee pursuant to Bid Solicitation Section 4.2.1, <i>Issuance of a Mini-Bid Request</i>. B. Please see the response to Part A above. C. The State will consider Bidders whose Quote(s), conforming to this Bid Solicitation, demonstrate the Bidder is qualified to provide all work required by Bid Solicitation Section 4.0, <i>Scope of Work</i>. The Bidder must describe its approach and plans for accomplishing the work required by Bid Solicitation Section 4.0, <i>Scope of Work</i>, as stated in Bid Solicitation Section 3.14, <i>Bidder Demonstration Of Its Ability To Complete The Scope Of Work</i>. In the Bidder Quote Overview Form, described in Bid Solicitation Section 3.14.1, the Bidder's responses to complete the Scope of Work should be realistic, attainable, appropriate, and that the Bidder's Quote will lead to the successful completion of the tasks required.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
72	Section 4.2.1 Issuance Of A Mini-Bid Request	Based on prior years, can you project how many projects fall into the three categories you designate: A. Small Budget Campaign budget(s) in the range of up to approximately \$50,000; B. Mid Budget Campaign budget(s) in the range of approximately \$500,000; and C. Large Budget Campaign budget(s) in the range of approximately \$5,000,000, or higher? A. The Division is not able to provide this metric as the information is not available to the Division, and there is no guarantee of assigned work volume for the subject Bid Solicitation. Pursuant to Bid Solicitation Section 4.2.1, <i>Issuance of a Mini-Bid Request</i>, the type of work expected to be performed will be detailed in the Scope of Work of each Mini-Bid request issued by the Using Agency SCM or designee. The Mini-Bid request will include the Scope of Work requirements needed at that time. B. Please see the response to Part A above. C. Please see the response to Part A above.
73	Section 4.2.1 Issuance Of A Mini-Bid Request	Do the campaigns skew to the consumer audience or to B2B? Pursuant to Bid Solicitation Section 4.2.1, <i>Issuance of a Mini-Bid Request</i>, the type of work expected to be performed will be detailed in the Scope of Work of each Mini-Bid request issued by the Using Agency SCM or designee. The Mini-Bid request will include the Scope of Work requirements needed at that time.
74	Section 4.2.1 Issuance Of A Mini-Bid Request	Is travel required or are virtual meetings etc. sufficient? The Contractor may be required to travel to attend in person meetings as well as participate in virtual meetings as part of the needs of a specific Campaign. If required, this type of work will be detailed in the Scope of Work of the Mini-Bid request issued by the Using Agency SCM or designee, as specified in Bid Solicitation Section 4.2.1, <i>Issuance of a Mini-Bid Request</i>.
75	Section 4.2.1 Issuance Of A Mini-Bid Request	4.3.2: B. A. Can you elaborate on the expectations of the "web placement plan for creative material preparation of any type"? B. Or will these be formally requested during the Mini-Bid? A. Pursuant to Bid Solicitation Section 4.2.1, <i>Issuance of a Mini-Bid Request</i>, the type of work expected to be performed will be detailed in the Scope of Work of each Mini-Bid request issued by the Using Agency SCM or designee. The Mini-Bid request will include the Scope of Work requirements needed at that time, including any web placement plan requirement. B. Please see the response to Part A above

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
76	Section 4.2.2 Engagement Response Requirements	Does the State have minimum/maximum contract price amounts for mini-bids under this contract? Yes, the awarded pricing as submitted on the State Price Sheet is the maximum pricing allowed. The Contractor is only allowed to propose pricing for subsequent Mini-Bids that is lower than what was originally submitted. The total costs of each Engagement will vary based upon the needs of the respective Engagement. Bid Solicitation Section 4.2.2E, <i>Engagement Response Requirements</i>, states the following requirements as part of the Contractor's Engagement Response: E. Competitive engagement pricing in the form of a person-hour and/or labor category mix consisting of a comprehensive chart that: 1. Shows the person-hours proposed to meet the requirements of the request for competitive engagement pricing; 2. Is designed to reflect the tasks, sub-tasks, and/or other work elements required; 3. Sets forth the total number of person-hours, by labor category, proposed to complete the scope of work for each task, sub-task, and/or other work elements; and 4. Uses the same or lower hourly rates for each labor category as the All-Inclusive Hourly Rates submitted in the Contractor's Quote in response to Bid Solicitation Section 3.22 – <i>State-Supplied Price Sheet Instructions</i> and the attached State Price Sheet. The Contractor may submit lower pricing than what was originally proposed, either a lower Media Placement Mark-Up Percentage, or lower hourly rates. The Contractor shall not submit higher pricing than what was originally proposed. If the Contractor submits lower pricing, that pricing will become the Contractor's new pricing for that specific Mini-Bid only. The Contractor's pricing will automatically revert to the originally proposed All-Inclusive Hourly Rates for subsequent Mini-Bids.
77	Section 4.2.2 Engagement Response Requirements	Is the expectation that the Agency pricing sheet outline a universal hourly rate that would be for all mini-bids including Emergency Campaigns without the possibility of rush fees? Please refer to the answer to Question #76 and Bid Solicitation Section, 4.2.2 <i>Engagement Response Requirements</i>. The Contractor must use the same or lower hourly rates for each labor category as the awarded All-Inclusive Hourly Rates submitted in the Contractor's Quote in response to Bid Solicitation Section 3.22 – <i>State-Supplied Price Sheet Instructions</i> and the attached State Price Sheet. The Contractor may submit lower pricing than what was originally proposed, either a lower Media Placement Mark-Up Percentage, or lower hourly rates. The Contractor shall not submit higher pricing than what was originally proposed. If the Contractor submits lower pricing, that pricing will become the Contractor's new pricing for that specific Mini-Bid only. The Contractor's pricing will

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		automatically revert back to the originally proposed All-Inclusive Hourly Rates for subsequent Mini-Bids
78	Section 4.2.2 Engagement Response Requirements	This might be mentioned later, but will vendors be required to handle all aspects of marketing/pr or will multiple vendors be allowed to do just a piece of the business? It is the intent of the Contract for each respective Campaign to be awarded to a single Contractor. In accordance with Bid Solicitation Section 4.2.3, <i>Assignment of a Task Order</i>, the Using Agency will select the Contractor whose Engagement Response is the most advantageous, price and other factors considered. The specific type of work the Contractor is expected to perform will be detailed in the Scope of Work of the Mini-Bid request issued by the Using Agency SCM or designee. The Scope of Work for each Mini-Bid request will be customized to the particular needs of the Campaign. As stated in Bid Solicitation Section 4.2.2, <i>Engagement Response Requirements</i>, if a Contractor is not able to participate in a specific Mini-Bid request because it does not possess expertise in that specific area, the Contractor shall decline the request in writing to the requesting Using Agency SCM or designee.
79	Section 4.2.2 Engagement Response Requirements Section 5.4 Ownership of Material	If pitch work is to be included in Engagement Responses, does that also become property of the State if the Agency is not selected? Pursuant to Bid Solicitation Section 4.2.2 <i>Engagement Response Requirements</i>, all products received during the Mini-Bid process become property of the State. Please also refer to Bid Solicitation Section 5.4 <i>Ownership of Material</i>
80	Section 4.2.3 Assignment of a Task Order	In the description of how mini campaign projects are awarded, you reference "conflicts" -- how do you define a conflict? The term "conflicts" in Bid Solicitation Section 4.2.3, <i>Assignment of a Task Order</i>, refers to a Contractor who is not able to participate in a specific Mini-Bid request due to a conflict of interest, scheduling issue, or because it does not possess expertise in a specific area.
81	Section 4.2.3 Assignment of a Task Order	If a Change Order is needed due to a change of scope after a Mini-Bid is awarded or if additional rounds of edits need as an example, would this be done directly through the Using Agency SCM? Yes, according to Bid Solicitation Section 4.2.3, <i>Assignment Of A Task Order</i>, if the Using Agency State Contract Manager or designee has additional requirements for a specific Campaign that were not included in the Mini-Bid request, it may amend its Task Order, or issue an additional Task Order for the same Campaign.
82	Section 4.3 Work To Be Performed By The Contractor For A Specific Campaign	A. Can you provide examples of a campaign the State did last year for each category? B. Creative and media plan?

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		A. The Division is unable to provide specific campaign examples as part of this Bid Amendment. Please refer to Bid Solicitation Section 4.3, <i>Work to be Performed by the Contractor for a Specific Campaign</i>, for a complete overview of type of services to be provided by the Contractor for each Campaign. B. Please see the response to Part A above.
83	Section 4.3.1 Advertising	Does mini contract for paid advertising include credit card so payments made to Google & Microsoft are made by the agency advertising? No, payments to third parties will not be made by the Using Agency. Pursuant to Bid Solicitation Section 4.3.1, <i>Advertising</i>, the Contractor is responsible for executing separate contracts with the media and other third parties when required. The Contractor will be compensated for ad placements based on the Media Placement Mark-Up Percentage it submitted in Price Line 1 on the State-Supplied Price Sheet.
84	Section 4.3.1 Advertising	Are you interested in prospect audience research as part of this engagement? Yes, pursuant to Bid Solicitation Section 4.3.1, <i>Advertising</i>, the Contractor shall provide an advertising plan as required by the Using Agency SCM or designee that identifies the target audience and explains how the target audience is reached and matched to the proposed media. The exact type of work expected to be performed will be detailed in the Scope of Work of each Mini-Bid request issued by the Using Agency SCM or designee. The Mini-Bid request will include the Scope of Work requirements needed at that time.
85	Section 4.3.1 Advertising	Is there a preferred communications/presentations approach for these projects -- virtual online or in person? The preferred communications approach for advertising and public relations plans for a specific Campaign will be detailed in the Mini-Bid request issued by the Using Agency SCM or designee.
86	Section 5.11 Reporting and Supplier Convenience Fee	A. Can you provide more information or examples of the Quarterly Sales Report? B. We are not clear on what "sales made under the contract" refers to. A. Please refer to the NJSTART Supplier Reporting & Payment Guide, Quarterly Sales Reporting link: https://www.periscopeholdings.com/njstart/vendors . B. Please see Bid Solicitation Section 5.11 (B) "Supplier Convenience Fee".
87	Section 8.16 Contract Award	When is the first micro-bid expected to be announced? The State intends to award the Contract(s) as a result of this Bid Solicitation #23DPP00836 before April 3, 2024, allowing the Contract(s) to be effective and fully operational by April 4, 2024. If delays prevent the State from meeting this timeline, the Contract Effective Date would be pushed back. Mini-Bids will be announced on an as needed basis after the Contract Effective Date.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
88	Section 8.3 Reciprocity For Jurisdictional Bidder Preference	A. For reciprocity, are out-of-state bidders expected to submit the stated information included in Section 8.3 with our response to this current RFP? B. Or is this information only related to future quotes? A. Out-of-State Bidders are not expected to submit information related to preference practices enacted for a State or Local entity outside the State of New Jersey, but may choose to do so if they wish to include this as part of their Quote responses. B. The State of New Jersey reserves the right to request or obtain supplemental information, as stated in Bid Solicitation Section 8.3
89	Section 8.5 - Oral Presentation	Are Vendors expected to pitch for the entire scope of work or will Vendors be able to just pitch / work on specific areas of the Advertising Piece? No, this Bid Solicitation does not include an Oral Presentation component pursuant to Bid Solicitation Section 8.5, <i>Oral Presentation</i>. The Bidder is not required to pitch any part of its Quote in order to be considered for award as a result of this Bid Solicitation. However, each Mini-Bid request will be customized based on the needs of the specific Campaign and it is possible that Contractors be required to provide and present Oral presentation materials with its Engagement Response. All Engagement Response requirements will be specified in the Using Agency's Mini-Bid request. It is the intent of the Contract for each respective Campaign to be awarded to a single Contractor. In accordance with Bid Solicitation Section 4.2.3, <i>Assignment of a Task Order</i>, the Using Agency will select the Contractor whose Engagement Response is the most advantageous, price and other factors considered.
90	Section 8.9 - Evaluation Criteria	Will preference be given to previous vendors who have done this work previously? No, there will be no type of preference given to the incumbent Contractors awarded the current contract for T3067 Statewide Advertising and Public Relations Services as a result of Bid Solicitation #19DPP00273. It is the intent of the State to award Contracts to those responsible Bidders whose Quotes, conforming to this Bid Solicitation are most advantageous to the State, price and other factors considered. Please refer to Bid Solicitation Section 8.9, <i>Evaluation Criteria</i>, for the evaluation criteria categories that will be used to evaluate Quotes received in response to this Bid solicitation.
91	Section 8.9 - Evaluation Criteria	A. When is the estimated start date? B. When do you project you will be selecting the agencies who will be on the roster? A. It is the State's intent to award the Contract(s) as a result of this Bid Solicitation #23DPP00836 prior to April 3, 2024, allowing the Contract(s) to be

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		effective and fully operational by April 4, 2024. If delays prevent the State from meeting this timeline, the Contract Effective Date would be pushed back. B. The selection of the Bidders who will be awarded this Contract will occur after the completion of the technical evaluation of all responsive Quotes received for this Bid Solicitation. Please refer to Bid Solicitation Section 8.15, <i>Recommendation For Award</i> and Bid Solicitation Section 8.16, <i>Contract Award</i>. Upon the Contract Effective Date, Using Agencies will be able to utilize the Contract on an as-needed basis.
92	Section 8.9 - Evaluation Criteria	Will preference be given to agencies who have previously worked with the State of New Jersey? No, preference will not be given to firms that have previously worked with the State of New Jersey. It is the intent of the State to award Contracts to those responsible Bidders whose Quotes, conforming to this Bid Solicitation are most advantageous to the State, price and other factors considered. Please refer to Bid Solicitation Section 8.9, <i>Evaluation Criteria</i>, for the evaluation criteria categories that will be used to evaluate Quotes received in response to this Bid Solicitation.
93	Section 8.9 - Evaluation Criteria	A. What is the criteria by which vendors are being selected? B. Is there a ranking system and if so, what is that system? A. Please refer to Bid Solicitation Section 8.9, <i>Evaluation Criteria</i>, for the evaluation criteria categories that will be used to evaluate Quotes received in response to this Bid Solicitation. B. Please refer to Bid Solicitation Section 8.9, <i>Evaluation Criteria</i>. The State declines to provide additional information.
94	Section 9.2 Definitions	Please explain the difference between a Master Blanket and a Blanket Contract / Purchase Order and the relevance to this Bid Solicitation. Both are terms used in NJSTART to refer to the awarded Contract(s) in their entirety which consists of, but is not limited to, the State of NJ Standard Terms and Conditions, the Bid Solicitation, the responsive Quotes submitted by those responsible Bidders as accepted by the State, the notice of award, any Best and Final Offer, any subsequent written document memorializing the agreement, any modifications to any of these documents approved by the State and any attachments, Bid Amendment or other supporting documents, or post-award documents including Change Orders agreed to by the State and the Contractor, in writing.
95	Section 9.2 Definitions	A. Should bidders provide any information about pricing for Subcontractors? B. If Subcontractors hourly rates are higher than bidders, how should bidders address this?

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		A. No, the Bidder is not required to provide any pricing information for its Subcontractors. The Contract(s) awarded as a result of this Bid Solicitation will be a formal agreement between the State and each Contractor. Bid Solicitation Section 9.2, <i>Definitions</i>, defines the term Subcontractor as "An entity having an arrangement with a Contractor, whereby the Contractor uses the products and/or services of that entity to fulfill some of its obligations under its State Contract, while retaining full responsibility for the performance of all Contractor's obligations under the Contract, including payment to the Subcontractor. The Subcontractor has no legal relationship with the State, only with the Contractor." The State is not entering into a contract with any named Subcontractor(s), and therefore does not police or monitor the business relationship between the awarded Contractor(s) and its Subcontractor(s). B. The State is unable to provide business advice to the Bidder regarding how it determines its All-Inclusive Hourly Rates. Please see the response to Part A above.
96	Current Contract Terms	A. If granted, would this supersede the extension (our Company) signed this past spring as a preferred vendor? B. Would it not take effect until after the extension is over? A. No, the contracts awarded as a result of Bid Solicitation #19DPP00273 are currently in the second of two (2) one-year extension options allowed pursuant to Bid Solicitation #19DPP00273 Section 5.2, <i>Contract Term and Extension Option</i>. Services will continue to be provided in accordance with the extension until April 3, 2024. It is the State's intent to award the Contract(s) as a result of this Bid Solicitation #23DPP00836 before April 3, 2024, allowing the Contract(s) to be effective and fully operational by April 4, 2024. If delays prevent the State from meeting this timeline, the Contract Effective Date would be pushed back. B. Please see the response to Part A above.
97	Current Contract Terms	How long is this current contract for? The current contracts for the subject services, awarded as a result of Bid Solicitation #19DPP00273, are currently set to end on April 3, 2024.
98	Current Contract Terms	Is there any historical data that could be provided on previous price lists submitted from selected firms on the list? This would be helpful in ensuring our pricing is competitive. This is a repurchase of the services under T3067 Statewide Advertising and Public Relations Services. Bidders interested in reviewing the current Contract/Master Blanket Purchase Order specifications and pricing information may do so by following the instructions found in Bid Solicitation Section 1.2, <i>Background</i>.
99	Current Contract Terms	A. Is there any information that can be provided in regards to budgets for the subsequent Mini-Bid(s)? B. What is the budget for advertising?

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		A. As of September 2023, the State has spent \$260,497,571 under the current contract for T3067 Statewide Advertising and Public Relations Services as a result of Bid Solicitation #19DPP00273 awarded on April 4, 2019. The Division of Purchase and Property does not maintain a breakdown of the spend for each Mini-Bid as this is processed and handled separately by each Using Agency. B. The Division of Purchase and Property does not have information on the Using Agencies' anticipated use/budget related to the Contract. For additional information, please see the Answer to Question #98
100	Current Contract Terms	Are we able to Open Records request all the previous bids? Certain records may be available pursuant to the New Jersey Open Public Records Act (OPRA), N.J.S.A. 47:1A-1 et seq., or the common law right to know.
101	Current Contract Terms	Why are there no price details in the previous awarded winners' price sheet? Is this information available? The current contract's pricing information is listed in NJSTART. It can be located on the Summary Tab in the "Item Information" Section.
102	Current Contract	We understand that this is a new Bid Solicitation. Which, if any, previous small business and veteran-owned business awardee(s) have there been at the State of New Jersey for similar services to this Bid Solicitation? The previous Bid Solicitation for these services, Bid Solicitation #19DPP00273, was not structured as a set-aside for Small Business Enterprises and/or Disabled Veterans' Businesses. As such, the Division is unable to provide the information as requested.
103	Spend	A. How much total money did the state spend on T3067 (the contract that this contract will replace) with the chosen vendors since T3067 was awarded in March of 2019 through today? B. What was the value of this contract in its last award in terms of total spend? C. How much was spent on each mini bid? D. With which firms? Please break this down. A. As of September 2023, the State has spent \$260,497,571 under the current contracts for T3067 Statewide Advertising and Public Relations Services as a result of Bid Solicitation #19DPP00273 awarded on April 4, 2019. B. Please see the response to Part A above. C. The Division of Purchase and Property does not maintain a breakdown of the spend for each Mini-Bid as this is processed and handled separately by each Using Agency.

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		D. Please see the response to Part C above.
104	Spend	E. Please break this down by awardees of the mini bids. The Division of Purchase and Property does not maintain a breakdown of the spend for each Mini-Bid as this is processed and handled separately by each Using Agency.
105	Spend	A. What was the value of this contract in its last award in terms of total spend? B. How much was spent on each mini bid? C. With which firms? Please break this down. Please see the response to Question #103.
106	Spend	A. How much money did the state spend on the small business subcontractors on T3067? B. How many small business subcontractors were paid on T3067? C. And, what was the dollar value of the work they received? A. The Division of Purchase and Property does not keep a breakdown of the spend relating to small business subcontractors. B. Please see the response to Part A above. C. Please see the response to Part A above.
107	State of New Jersey Standard Terms and Conditions - Section 5.23 Confidentiality	Since the State requires bidders to provide financial statements, can the State provide the appropriate statute that would ensure confidentiality of a private company's financial documents? Pursuant to the State Standard Terms and Conditions Section 5.23 <i>Confidentiality</i>, the confidentiality of all documents is subject to the provisions of the New Jersey Open Public Records Act ("OPRA"), N.J.S.A. 47:1A-1 et seq., the New Jersey common law right to know. As stated in Bid Solicitation Section 3.21 <i>Financial Capability of the Bidder</i>, a Bidder may designate specific financial information as not subject to disclosure when the Bidder has a good faith legal/factual basis for such assertion. The State reserves the right to make the determination to accept the assertion and will so advise the Bidder.
108	State of New Jersey Standard Terms and Conditions - Section 5.10 Mergers, Acquisitions, and Assignments	"Our Company" was acquired by another firm, but still exists as an entity and still operates as "Our Company" LLC. If "Our Company" is consolidated under its new parent, can the contract be assigned to the parent firm or would it need to continue to be serviced under the "Our Company" LLC entity?

#	Bid Solicitation Section Reference	Question (Bolded) and Answer
		Assignments under the Contract are controlled by the State Standard Terms and Conditions Section 5.10 <i>Mergers, Acquisitions and Assignments</i> . The Assignor and the Assignee are responsible for the obligations under the Contract. The Assignor will remain responsible for the obligations under the Contract including Assignee's performance after the assignment of the Contract.
109	State of New Jersey Standard Terms and Conditions - Section 4.2 Insurance	Do the outlined insurances need to be in place at time of proposal submission for this Bid Solicitation, once awarded a contract as a result of this Bid Solicitation, or once awarded a contract as a result of the subsequent Mini-Bid(s)? The Contractor shall possess insurance in the amounts specified by this Bid Solicitation. The Contractor's coverage must be in place prior to the State finalizing an award as a result of this Bid Solicitation, and prior to the commencement of any services resulting from this Bid Solicitation.
110	State of New Jersey Standard Terms and Conditions - Section 5.18 Advertising	According to the Standard Terms and Conditions, the Contractor may not mention the state or the services under 5.17 and 5.18. A. Does this also limit publishing the final work to the Contractor's website and social media? B. If written consent is required, would this be done through the Using Agency's SCM? A. Pursuant to the State Standard Terms and Conditions Section 5.18 <i>Advertising</i>, the Contractor shall not use a Department or Using Agency's Name, seal, logos, images or any data or results arising from this Contract as part of any commercial advertising without first obtaining the prior written consent of the Department. The Contractor is required to obtain the prior written consent of the Using Agency / Department for any such use including but not limited to posting any such material on-line. B. Please see response to Part A.
111	Attachment - T3067 Price Sheet 07.18.23	Where is the State Supplied Pricing Sheet? The State-Supplied Price Sheet for Bid Solicitation #23DPP00836 is located in the Attachments tab in NJSTART under the file name T3067 Price Sheet 07.18.23.xlsx.
112	Attachment - T3067 Optional Pre-Quote Conference PowerPoint 07.18.23.pptx	Can we record the meeting? The Pre-Quote Conference meeting was conducted by the State on August 2, 2023, and was not recorded. Please refer to the Pre-Quote Conference presentation slides which are accessible in the Attachments tab in NJSTART under the file name T3067 Optional Pre-Quote Conference PowerPoint 07.18.23.pptx.
113	MarketPlace Supplier Convenience Fee	A. Since bidders are required to pay a 1% convenience fee on all purchases, but the State does not allow bidders to apply any fees to media or non-media production that bidders typically have to pay vendors to produce, how should bidders recoup those costs?

#	Bid Solicitation Section Reference	Question (Boded) and Answer
		B. Would the State be amenable to a 1% fee? A. Price Line 1 on Tab 1 Media Placement of the State Price Sheet comprises the percentage of commission paid to the Contractor for ad placements for all three Contract Years. Price Lines 2 through 4 are pass through lines. The Bidder should determine a Mark-Up Percentage in Price Line 1 that fairly represents all associated costs of media placements. Please refer to Bid Solicitation Section 3.22.1 <i>Tab 1: Media Placement Price Sheet Instructions</i>. B. Please see the response to Part A above.
114	No Question	n/a - trying to exit This is not a question and cannot be answered as posed.
115	No Question	na This is not a question and cannot be answered as posed.