



DATE: September 20, 2016
TO: All Prospective Proposers
FROM: Beth Kirk
Assistant Director, Goods and Non-Technology Services
301-985-7618
RE: RFP 91435 – Online Digital Advertising Placement and Media Buying Services
Addendum #2 dated 09/20/2016

The following amends the above referenced RFP documents. Receipt of this addendum is to be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda Form" and emailing it directly to Beth Kirk.

1. The Solicitation Schedule has been modified.

This Addendum Two replaces the Solicitation Schedule issued on September 8, 2016, and modified under Addendum One, issued on September 19, 2016, in its entirety.

RFP 91435 Solicitation Schedule is as follows:

SOLICITATION SCHEDULE

Phase 2: Issue Scope of Work (SOW) to Shortlisted Vendors:	September 20, 2016
Questions Regarding SOW Solicitation Due:	September 26, 2016, by 2:00 P.M. EDT
Technical Proposal Due:	September 30, by 4:00 P.M. EDT
Establish Shortlist from Initial Technical Evaluation:	October 5, 2016

Phase 3: Anticipated Oral Presentation/Interviews:
(Only Shortlisted firms. If required and invited by UMUC)

First Oral Presentations/Interviews (Establish Shortlist after 1 st Orals/Interviews)	October 11 and 12, 2016
Second Oral Presentations/Interviews (Establish Final Shortlisted Vendors after 2 nd Orals/Interviews)	October 17 and 18, 2016

Notify final Shortlisted Vendors to submit Pricing October 24, 2016 (Projected)

Phase 4: Price Proposal Due: October 27, 2016

(Only Shortlisted firms invited by UMUC)

Anticipated Contractor(s) Selection finalized: November 4, 2016 (Projected)

Agreement executed with selected Contractor(s) by: November 11, 2016 (Projected)

Anticipated Board of Regents approval by: December 9, 2016

Anticipated Board of Public Works approval by: January 4, 2017

Contract Commencement: January 6, 2017 (Projected)

END OF SOLICITATION SCHEDULE

End of Addendum Two dated 09-20-2016

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

RFP NO.: 91435

TECHNICAL PROPOSAL DUE DATE:

September 30, 2016, on or before 4:00 P.M. EDT

RFP FOR: Online Digital Advertising Placement and Media Buying Services

NAME OF PROPOSER: _____

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. 1 dated 09-19-2016

Addendum No. 2 dated 09-20-2016

Addendum No. dated

Addendum No. dated

Addendum No. dated

As stated in the RFP documents, this form is included in our Technical Proposal.

Signature

Name Printed

Title

Date

END OF FORM