



# University of Maryland University College

DATE: October 18, 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 #4 dated 10/18/2016

The following amends the above referenced RFP documents. Receipt of this addendum is to be acknowledged by noting the addendum number in the appropriate space on the Price Proposal form.

1. The Solicitation Schedule has been modified.

**RFP 91435 Solicitation Schedule is as follows:**

## SOLICITATION SCHEDULE

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

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

**Notify final Shortlisted Vendors to submit Pricing:** **October 18, 2016**

**Last Day for Price Proposal Questions:** **October 20, 2016, 12:00 PM EDT**

**Phase 4: Price Proposal Due:** **October 24, 2016, 10:00 AM EDT**  
(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)

## 2. Price Proposal: Clarification

- In accordance with the Price Proposal form, item number 1, on page 28 of the RFP. Firms are to provide their pricing model/structure.

Additionally, pricing model(s)/structure(s) should reflect services that include all four combined channels (paid search, display, social and on-line video/audio). Firms are to also provide either a separate pricing model/structure or price increases/decreases that shall be applied to the combined channel pricing model, if any of the four channels are not performed by your firm.

- In accordance with the Price Proposal form, item number 2, on page 28 of the RFP. Firms are to provide the following:

**The total cost/fee for the required services as described in RFP 91435 is \$\_\_\_\_\_ per year, and \_\_\_\_\_% of UMUC's anticipated annual media buying expenditure of \$14M.**

The fields requiring your firm's input/calculations shall reflect if your firm provides services for **all** four channels.

End of Addendum Four dated 10-18-2016