UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE

REQUEST FOR PROPOSAL
For
Digital Advertising Media Buying Services

SOLICITATION No.: 91561

Phase 2: Scope of Work/Requirements

ISSUE DATE: FEBRUARY 12, 2018

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<td>02/19/2018</td>
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Notice: Proposers who have received this document from a source other than the Issuing Office should immediately contact the Issuing Office and provide their name and mailing address in order that amendments to the Request for Proposal or other communications can be sent to them. However, RFP documents can be located at http://www.umuc.edu/visitors/corporate/procurement.cfm. It is the Proposers’ responsibility to monitor this site for updates and amendments.
Digital Advertising Media Buying Services  
UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE  
RFP #91561  
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SOLICITATION SCHEDULE

Phase 2: Issue Scope of Work (SOW) to Shortlisted Vendors: February 12, 2018

Questions Regarding SOW and References Due: February 19, 2018, by 2:00 P.M. EDT

Technical and Price Proposal Due: March 2, 2018 by 4:00 P.M. EDT

Establish Shortlist from Initial Technical Evaluation: March 22, 2018

Anticipated Oral Presentation/Interviews: TBD; March 26 – April 6, 2018

Establish Final Shortlist from Phase 3: Orals/Interviews April 9, 2018

Best and Final Offers (If requested by UMUC): April 12, 2018

BAFO Due (If requested by UMUC): April 18, 2018

Anticipated Contractor(s) Selection finalized: April 20, 2018

Agreement executed with selected Contractor(s) by: June 1, 2018 (Projected)

Anticipated Board of Regents approval by: September 14, 2018

Anticipated Board of Public Works approval by: October 17, 2018

Contract Commencement: October 18, 2018 (Projected)

END OF SOLICITATION SCHEDULE
REQUEST FOR PROPOSALS
FOR
Digital Advertising Media Buying Services

SECTION I. GENERAL INFORMATION

1. Summary.

1.1. Solicitation. The intent of this Request for Proposals (“RFP” or “Solicitation”) is to provide digital advertising media buying firms an opportunity to present their qualifications, experience, and conceptual approach to providing the scope of services in relation to the needs of UMUC. Proposals that concisely present the information requested in the order and manner requested will be considered more favorably than a Proposal (“Proposal” or “Offer”) from an Offeror (“Offeror” or “Proposer”) of commensurate qualifications that displays a lack of organization, conciseness or attention to detail.

1.2. Objective. The University of Maryland University College (“UMUC” or “University”) is soliciting proposals for digital advertising media buying services. The selected contractor(s) will work with the Office of Marketing to achieve the University’s goals for growth. The selected contractor(s) must have a successful record of assisting organizations achieve growth through a proactive, analytical, innovative, and best-of-breed media buying approach. UMUC is looking for strategic partner(s) — sophisticated, engaged firms with differentiated subject matter expertise and a proven, results-oriented background in acquisition marketing. Only Proposers with experience purchasing a minimum of $5 million annually within the last five years for a single client AND five (5) years of experience purchasing digital media shall be susceptible for an award.

UMUC anticipates awarding non-exclusive contracts to multiple marketing and advertising contractors as a result of this Solicitation.

Services are to be provided as end-to-end or outcome based assignments/project based solutions in response to Task Order Request for Proposals (TORP) pursuant to an award of a Master Contract. At the completion of the evaluation by UMUC of TORP responses, the selected Master Contractor will be issued a Task Order Contract (TOC) and/or Purchase Order (PO). The TORP may be presented as a detailed Statement of Work or as a business problem requiring respondents to prepare and submit a detailed proposal stating the respondents’ intended action plan to result in a solution to the business problem presented. UMUC reserves the right to award to any individual Master Contractor, multiple Master Contractors, or no award as deemed in its best interest.

All Proposers are advised that UMUC makes no guarantee that any task orders will be issued or any minimal dollar amount will be spent under the resulting Master Contract. However, the University anticipates that Marketing will elect to utilize the resulting Master Contract(s) for a variety of assignments and projects.

Refer to Section II for more information regarding the Scope of Work.
2. Issuing Office:

2.1. Issuing Office:

University of Maryland University College  
Office of Procurement Services, Room 4100  
3501 University Blvd. East  
Adelphi, MD  20783

Attn: Sharon Barry, Director of Procurement  
University of Maryland University College  
3501 University Boulevard East  
Adelphi, Maryland 20783  
sharon.barry@umuc.edu

and

Alicia Klein, Director of Procurement  
University of Maryland University College  
3501 University Boulevard East  
Adelphi, Maryland 20783  
alicia.klein@umuc.edu

2.2. The Issuing Office shall be the **sole** point of contact with the University for the purposes of the preparation and submittal of proposals in response to this solicitation.

3. References.

Provide a minimum of five (5) client references (contact name and title, company name, scope of services, telephone number including extension numbers, details about their specific role with your firm on the account, and any noteworthy successes achieved) **AND** a minimum of three (3) current or recent clients, by name only, with a customer base similar to UMUC. Of the five (5) client references, three (3) must be from your top five (5) digital media buying clients. UMUC reserves the right to contact references not provided in the proposal/portfolio. **Please note that the due date for the submission of references is February 19, 2018 by 2:00pm EDT. References must be received by this time and date.** Reference submissions will be acknowledged via an email confirmation from the Issuing Office. If the Proposer does not receive an email confirmation from the Issuing Office within twenty-four (24) business hours, it is the Proposer’s responsibility to contact the Issuing Office to ensure the References are received by the Issuing Office before the due date. References without an email confirmation from UMUC may be considered non-receipt of timely submission.
4. Questions and Inquiries.

All questions and inquiries regarding this procurement are to be directed to the individuals referenced with the Issuing Office above. All such questions and inquiries must be received by the dates established for each phase of the procurement per the Solicitation Schedule. Questions are to be submitted in writing via e-mail to the people identified in Paragraph 2 above. Questions and inquiries will be acknowledged via an email confirmation from the Issuing Office. If the inquirer does not receive an email confirmation from the Issuing Office within twenty-four (24) business hours, it is the inquirer’s responsibility to contact the Issuing Office to ensure the questions are received by the Issuing Office before the due date. Questions and inquiries without an email confirmation from UMUC may be considered non-receipt of timely questions and inquires. Inquiries will receive a written reply via an addendum to the Solicitation without identification of the inquirer. Addenda will be sent electronically to all shortlisted firms as the Solicitation progresses.

5. Addenda Acknowledgment.

Shortlisted firms responding to this RFP must acknowledge the receipt of any, and all, addenda, amendments and/or changes issued. Receipt of the addenda, amendments and/or change issued must be acknowledged in writing by Proposers and included in the Technical Proposal.

6. Proposal Closing Date/Due Date and Time:

6.1. Technical and Price Proposals. The Technical and Price Proposals are to be provided to the Issuing Office in accordance with the Solicitation Schedule. Hyperlinks to software products sent to UMUC’s Issuing Office that indicate that the Technical Proposal and/or Price Proposal are posted by the Proposer on an electronic site may be rejected or considered non-responsive if contract terms and conditions (i.e. a Click-through Agreement) are required to be accepted by UMUC in order to download the Technical and Price Proposal. By providing to UMUC the Technical and Price Proposals electronically, the Proposer grants the University the unlimited right to generate additional electronic and/or paper copies for distribution solely for the purpose of evaluation and review.

No pricing is to be provided in the Technical Proposal submittal; therefore, the Price Proposal included MUST be provided separately from the Technical Proposal. The Price Proposal submission must be clearly labeled as the “Price Proposal” and the RFP number and name. Failure to provide the Price Proposal separately may disqualify the Proposer’s Proposal from progressing in the procurement.

The maximum file size is 25MB. Proposers may want to consider sending larger files through Google® Share Drive.

6.2. LATE PROPOSALS CANNOT BE ACCEPTED.
Proposals are to be submitted in accordance with this Section to University of Maryland University College’s Issuing Office. The time on the ‘sent’ email or the “time stamp” on the email from the Proposer will be used to determine timeliness. Neither Technical nor Price Proposals will be opened publicly. The identity of Proposers will not be disclosed prior to the Contract Award. The Technical Proposal and/or Price Proposal, either individually or collectively, is considered by UMUC to be an Offer.

Refer to the Solicitation Schedule and Section III of the RFP for information regarding subsequent submittals during the procurement process.

The receipt of Proposals will be acknowledged via an email confirmation from the Issuing Office. If the Proposer does not receive an email confirmation from the Issuing Office within one (1) business day, it is the Proposer’s responsibility to contact the Issuing Office to ensure the proposal is received by the Issuing Office before the due date. Submittals without an email confirmation of receipt from UMUC may be considered non-responsive.

END OF SECTION I
SECTION II.

SCOPE OF WORK/REQUIREMENTS

1. Purpose/Description of Initiative.

The goal of the University’s digital advertising is to generate cost-effective, quality inquiries to increase the probability of enrollment. Accordingly, UMUC seeks strong partners with significant and proven experience purchasing digital advertising media for large organizations, while utilizing a data-driven approach for timely purchasing and effective optimization of performance.

2. Scope of Services.

2.1. Digital Advertising Media Buying Services: As needed, the awarded vendor(s) shall provide digital advertising media buying services (the “Services”) both in local markets and possibly nationally. The digital advertising media buying services may include, but are not limited to, any of the following:

2.1.1. Paid Search: Regular campaign management and optimization via bid management tools; campaign, ad group, and keyword creation; ad copy development; ongoing testing and optimization; set-up and maintenance of audience lists; landing page recommendations;

2.1.2. Display (Prospecting, Retargeting, Native and Online Video/Audio): Media planning and buying, leveraging appropriate advertising networks and/or sites; ongoing optimization of campaigns, site exclusions, frequency caps, etc.; sequential messaging recommendations and implementation; regular management directly with vendors and/or through a demand side platform (DSP); pixel mapping;

2.1.3. Mobile: Identifying standout media opportunities, and maximizing conversions through best practices, identifying trends;

2.1.4. Paid Social: Leveraging social media sites for acquisition purposes; actively managing and optimizing campaigns; ongoing testing; creation of messaging and recommended imagery;

2.1.5. Advanced/Digital TV;

2.1.6. Other digital opportunities as they arise.

2.2. Account Management. At a minimum, UMUC expects the following personnel assigned to UMUC’s account for projects as they arise:

2.2.1. Account Lead. Responsible for day-to-day management of all work associated with the account with capability of assigning additional staff resources, as needed.

2.2.2. Executive-in-Charge. Responsible for designating adequate resources to the account and for problem escalation/resolution.

2.3. Vendor Capabilities: The awarded vendor shall be able to:
2.3.1. Understand our business strategy and negotiate and execute on agreed upon media plans;
2.3.2. Drive quality inquiries, while maintaining the integrity of the brand;
2.3.3. Provide comprehensive recommendations for each media tactic based on meeting the University’s goals;
2.3.4. Provide company-generated weekly reporting and comprehensive analysis on performance and optimization efforts;

2.3.5. Provide daily data on all purchased media with associated tracking via Amazon S3 or secure file transfer protocol (SFTP). All transferred data shall include significant granular detail, isolating each individual media placement, price, and all relevant campaign details. The data will be captured daily, automatically, and shall be stored in UMUC’s data warehouse and accessed via Tableau® for use in internal reporting, analysis and modeling. A specification for this requirement will be made available. So all parties can be on the same page regarding performance, it is incumbent upon the selected vendors to have on staff sufficiently trained personnel/systems to do the following:

2.3.5.1. pass this data to UMUC daily in an automated fashion,
2.3.5.2. consume UMUC’s performance data daily in an automated fashion, and;
2.3.5.3. create a single, shared view of:
   2.3.5.3.1. agency spend;
   2.3.5.3.2. UMUC net new inquiries, and;
   2.3.5.3.3. Cost-per-inquiry.

2.3.6. Communicate and apply the most relevant and competitive trends and performance measures.

3. **Use by UMUC of the Resulting Contracts.** All Proposers are advised that UMUC makes no guarantee or any minimal dollar amount will be spent under the resulting Master Contract(s). However, the University anticipates that the Office of Marketing will elect to utilize the resulting Master Contract(s) for a variety of assignments and projects.

**END OF SECTION II**
SECTION III

PROPOSAL REQUIREMENTS AND EVALUATION PROCESS

ARTICLE 1

TECHNICAL PROPOSAL REQUIREMENTS/INITIAL TECHNICAL EVALUATION

1. General Proposal Requirements:

1.1. Transmittal Letter. A transmittal letter prepared on the Proposer's business stationery must accompany the Technical Proposal. The letter should be an executive summary that clearly and concisely summarizes the content of the Technical Proposal. The letter must be signed by an individual who is authorized to bind the firm to all statements, including services and financial statements, contained in the Proposal (See 1.2 below). Include the Proposer’s official business address and state in which it is incorporated or organized (if Proposer is not an individual). An appropriate contact name, title, phone number, and email address should also be provided for UMUC’s use during the procurement process. Do not include price information in the transmittal letter.

1.2. Signing of Forms. The proposals, if submitted by an individual, shall be signed by the individual; if submitted by a partnership, they shall be signed by such member or members of the partnership as have authority to bind the partnership; if submitted by a corporation, they shall be signed by an officer, and attested by the corporate secretary or an assistant corporate secretary. If not signed by an officer there must be attached a copy of that portion of the by-laws or a copy of a board resolution, duly certified by the corporate secretary, showing the authority of the person so signing on behalf of the corporation.


2.1. Instructions. Clear, concise, yet detailed responses to the technical criteria, as more fully described below in items 2.2 through 2.10, are to be provided in the Technical Proposal. Failure to include any of the items listed below may disqualify your firm’s response. The Technical Criteria, items 2.2 through 2.10, are listed below in order of importance.

Your company’s response to Mandatory Requirements 2.2 through 2.5 shall not exceed a total of twenty-five (25) pages. Standard sales and other material may be provided, but must be attached as an Appendix rather than included within the body of the Proposal. Proposers are to provide all of your company’s response to the Mandatory Requirements within the body of the Technical Proposal. UMUC is not obligated to review/evaluate any material(s) provided and attached as an Appendix.

Proposers are requested to organize and title each section within your firm’s Technical Proposal (specifically the mandatory response requirements) in the same order as outlined in this RFP. It is the Proposer’s responsibility to tailor its response to demonstrate its qualifications to perform the scope of work specifically for UMUC. Proposers must paginate the
Technical Proposal and are requested to provide separations between the responses to each of the technical criteria.

2.2. **Technical Approach:**

2.2.1. Provide a narrative of how your company will approach and provide the requested services and capabilities in the Scope of Work set forth in Section 2 of this Solicitation. Describe and thoroughly explain how your company shall approach digital advertising media buying to fuel growth in this crowded market and why your company is uniquely qualified to aid UMUC. Proposers are to highlight use of cutting-edge technology and how the company shall leverage data as a competitive and strategic advantage for its clients. In addition, the Proposer should include explanations and rationale for their proposed methods; any assumptions that they have made regarding the scope of services; a summary of any problems which might be expected; and, proposed solutions to those anticipated problems. Provide a description of your company’s workflow process with clients. Workflow responses should include how and how often your company interacts with clients.

2.2.2. Provide the total number of employees and the approximate number of employees by function (executive/leadership, digital media buying, digital analytics/optimization, offline media buying, offline analytics/optimization, creative development, etc.) at your company.

2.2.3. Provide a summary of what you do for your largest five (5) digital media clients and the length of the engagement. Provide their goal (revenue growth, brand awareness, etc.), the impact of your work on their business, and how you have measured your impact. Describe how the account has evolved since you began and the driving forces for this change.

2.2.4. Provide examples of how your media optimization approach has impacted your client’s business positively. Provide examples of reporting, including weekly, and monthly status reports and quarterly business reviews in an appendix (not counted toward the page limit).

2.2.5. Describe your company’s particular expertise and how you differentiate yourself from competitors.

2.3. **Proposed Key Personnel Qualifications.**

2.3.1. Firms are to present a plan for the management and staffing of the digital media buying services being offered to be provided to the University. Provide an organizational chart showing the management structure of the firm with a description of the qualifications, credentials and the location of upper level management and regional
management support staff, as well as, those actually assigned and dedicated to manage this account, including the proposed Account Lead and Executive-in-Charge. Information to be included is the following:

2.3.1.1. Key Personnel’s Titles and Roles;
2.3.1.2. Area of expertise;
2.3.1.3. Geographical Location;
2.3.1.4. Brief description of qualifications and credentials;
2.3.1.5. Estimated hours per week dedicated to our account; and
2.3.1.6. Estimated hours per week that will be spent directly interacting with the UMUC team (exclusive of hours spend internally working on our account)

2.3.2. Describe the Proposer’s staffing policies including management and escalation procedures to support UMUC's account. (Identify sub-contractual personnel, if applicable.)

2.3.3. Key Personnel Resumes: Firms should provide a brief, but informative resume or curriculum vitae for the person(s) who they propose to be the Account Lead and Executive-in-Charge under this contract. The resume of each person should include the following:

2.3.3.1. Educational history, applicable training received, certifications earned, including dates of attendance, dates of certifications earned;
2.3.3.2. Employment history, including dates of employment (start and ending dates) and positions held and dates applicable for each of these positions;
2.3.3.3. Experience on similar contracts, both with your firm and other firms. Give a brief description of the marketing project/contract. Also, indicate the role the person performed for the project/contract (i.e. Executive-in-Charge, Account Lead, etc.)

2.3.4. Provide a list of other key staff members who may be assigned to the University's account; the University stresses the term "key" as it is not interested in a listing of all possible personnel to be involved in the contract, but rather only those who will be playing a key role. A brief summary/description of qualifications should be provided for these individuals.

2.4. Situational Subjects:

2.4.1. Address the situational subjects listed below. Provide examples that showcase your company’s most accomplished and relevant work. Responses must include the client’s name, the timeframe, and a narrative of how your firm drove results and ultimately met or exceeded your client’s expectations in each subject. **Responses must clearly exhibit your company’s specific actions that are directly tied to the achievement of the clients’ desired/successful results.**

Subjects:
• Growth: Drive consistent growth, year after year
• Competitive Advantage: Fend off competitive pressure
• Innovation: Innovate/Develop a creative approach
• Analytics: Employ analytics to maximize performance
• Market Expansion: Help a company expand into new geographies
• Customer Service: Describe your approach when servicing multiple clients who are competitors and how you guarantee no compromise to either party. If you are not currently doing this today, provide an example of how you would successfully manage both clients.

2.5. **Additional and/or Special/Unique Qualifications:** Provide a description of special or unique services offered by your company. Any other notable facts that may demonstrate your company’s unique qualifications and aid in the selection process.

2.6. **Case Studies (Optional):** Proposers may choose to submit no more than two (2) Case Studies that illustrate the value your company adds to your clients and the factors that differentiate your company from other companies. Case Studies must include the client name, key personnel and the timeframe for each case study. Ideally, the case studies would directly tie your firm’s actions to quantifiable results for your client(s). UMUC shall review all case study submittals and include submittals as further evidence of a Proposer’s technical capability during the evaluation process.

2.7. **Financial Stability:** Proposers are to provide information regarding their respective company’s financial history that demonstrates the company’s financial health. Typically, this information is provided through financial statements (Balance Sheet, Cash Flow Statement, and Income Statement). Vendors are to provide prior year and one (1) previous year however; UMUC may request for additional years, or specific financial reporting, if necessary.


2.9. **Acknowledgement of Receipt of Addenda Form:** If any addenda to the RFP documents are issued prior to the due date and time for Proposals, this form (found in Appendix A) must be completed, signed, and included in the Proposer's Technical Proposal.

2.10. **Acknowledgement of Review of Contract:** The UMUC Contract for this Procurement will contain the provisions provided in Appendix C, issued on September 8, 2016, as well as any additional terms required by the University of the State of Maryland. **By submitting a Proposal, the Proposer warrants that they have reviewed Appendix C and will execute a contract:** a) in substantially the same form; and b) with these terms and conditions upon request by UMUC. **For accounting purposes only, UMUC will also issue a purchase order to the awarded Contractor.**
2.11. **Software and Security:** At any time during the evaluation process, UMUC may require Proposers to complete an IT security questionnaire.

3. **Modifications of Technical Proposal.** The Proposer must assume responsibility for addressing all necessary technical and operational issues in meeting the objectives of the RFP. Proposers may modify their Technical Proposals by e-mail or facsimile communication at any time prior to the due date and time, provided that the Issuing Office is satisfied that a written confirmation of the modification with the signature of the Proposer was delivered prior to the Proposal due date and time. Proposals cannot be modified, supplemented, cured, or changed in any way after the due date and time for technical proposals, unless specifically requested by the University.

4. **Company References.** The University will check references of the company by contacting one or more of the clients provided as requested in Section I. “General Information”, paragraph 3 “References”. The University reserves the right to check any other references including itself, if applicable, even if not provided as such by the Proposer. References will be held in the strictest of confidence by the University. If deemed necessary by UMUC, UMUC may request the Proposer to provide additional references.

5. **Qualifying Proposals:**

5.1 **Procurement Officer Review.** The Procurement Officer shall first review each proposal for compliance with the mandatory requirements of this RFP. Failure to comply with any mandatory requirement will normally disqualify a contractor’s proposal. The University reserves the right to waive a mandatory requirement when it is in its best interest to do so and permitted by law.

5.2 **Evaluation and Selection Committee.** All Technical Proposals received in response to this solicitation will be reviewed and evaluated by an UMUC Evaluation and Selection Committee (“the Committee”). As the procurement progresses, the Committee may seek input from other appropriate UMUC staff on the proposed services. As well, the Committee may request additional assistance from any source at any time during the procurement.

5.3 **Initial Technical Evaluation.** After compliance with the mandatory requirements in this RFP has been determined, the Committee shall conduct its evaluation of the technical merit of the proposals in accordance with the Evaluation Criteria. Proposals are evaluated to determine which proposal is most advantageous to the University. The process involves applying the evaluation criteria contained in the RFP, comparing the proposals to each other, and determining those proposals that are of further interest. The Committee may shortlist based on this evaluation process. The decision for continuation in the procurement process (or further shortlists) will be made by the strengths, weaknesses, advantages, and deficiencies of the technical proposal.

The criteria that will be used by the committee for the technical evaluation of the proposals for this specific procurement are listed above in Section III, Article 1, Paragraphs 2.2 through 2.6.
Proposals evaluated by UMUC to be viable and of further interest (i.e. “shortlisted”) will progress to the next phase of the procurement.

All Proposers who submit a Technical Proposal to UMUC will be notified as to whether or not they are shortlisted to attend an Oral Presentation/Discussion Session.

The manner in which the proposing team presents their qualifications will be regarded as an indication of how well the Proposer’s philosophy, approach, organizational culture, working style and communications style fit with the University’s. Submittals that concisely present the information requested in the order and the manner requested will be considered more favorably than a submittal from a Proposer of commensurate qualifications that displays a lack of organization, conciseness or attention to detail.

Minor irregularities in proposals, which are immaterial or inconsequential in nature, may be waived wherever it is determined to be in the University’s best interest.

**END OF SECTION III, ARTICLE 1**
SECTION III

ARTICLE 2

ORAL PRESENTATIONS/DISCUSSION SESSIONS -TECHNICAL EVALUATION

1. Oral Presentation/Discussion Sessions:

1.1. Purpose.

Based on the selection committee’s initial review of proposals, the University may invite, without cost to itself, only the shortlisted companies to make a presentation of their proposal and to demonstrate their capabilities and expertise in the specific services offered by the Proposer as a further consideration in the selection process. Only those companies who are shortlisted following the initial technical evaluation shall be offered the opportunity to participate in the process.

The purpose of the Oral Presentation/Discussion Session are as follows:

(i) to allow the University to meet the Proposer's key people and to allow these key people to convey their expertise and applicable experience;

(ii) to discuss/clarify any and all aspects of the Proposal in particular the proposed approach to the provision of services under this contract; and,

(iii) to provide an opportunity to clarify the scope of services for this contract.

At this time, each Proposer will be required to have present the proposed key personnel (Account Lead and Executive-in-Charge) as indicated in the Proposer’s Technical Proposal who will be responsible for the provision of services. UMUC reserves the right to provide additional details regarding each Oral Presentation/Discussion Phase to only the invited shortlisted companies, at a later date.

1.2. Date.

The date and time of the Oral Presentation/Discussion Sessions will be set by the University upon completion of the initial technical evaluation. However, these sessions are anticipated to be held per the Solicitation Schedule. Proposers are advised to set aside the scheduled dates/weeks in their entirety on the Account Lead’s and Executive-in-Charge’s calendars accordingly to avoid any conflicts. The actual time on one of these dates will be scheduled with the applicable Proposers at the convenience of UMUC at its sole discretion.

1.3. Format.

The Oral Presentation/Discussion Session forum will be informal as the University is not interested in a marketing presentation; rather, the University is requesting a discussion
session with each of the shortlisted companies that allows ample time for the University and the Proposer to ask questions and discuss issues/concerns related to the scope of the engagement and the company’s capabilities/qualifications. If necessary, virtual/WebEx® sessions are allowable, at UMUC’s discretion.

Following the Oral Presentation/Discussion Sessions held with the shortlisted companies, UMUC shall re-evaluate all shortlisted companies and may further shortlist the companies that were invited to the Oral Presentation/Discussion Sessions.

Further shortlisted companies resulting from the re-evaluation after the Oral Presentation/Discussion Sessions may be invited for a second Oral Presentation/Discussion Session for additional examination, if necessary.

**Note:** Only the Price Proposals of those Proposers remaining on the final shortlist following the completion of the Technical Evaluation will be opened, which will be done privately.

1.4. Criteria.

The Company’s technical and overall experience and ability to meet UMUC’s needs/requirements will be re-evaluated after the Oral Presentation(s)/Discussion Sessions(s) and further shortlisting may occur after the Oral Presentation(s)/Discussion(s). Those firms that do not remain shortlisted will not progress in the procurement and will be so advised. As the procurement progresses and as results of the Technical Evaluation are determined by UMUC, all proposers will be notified as to the results of the technical evaluation of his/her company’s technical proposal. Once a final shortlist of proposals is established, the University will rank the technical proposals from highest to lowest.

**END OF SECTION III, ARTICLE 2**
SECTION III
ARTICLE 3
PRICE PROPOSALS/PRICE EVALUATION

1. Price Proposals.

Price Proposals must be received at the Issuing Office by the specified due date and time per the Solicitation Schedule. If applicable, all Proposers must use the Price Proposal form included in Appendix B. Only the Price Proposals of those Proposers remaining on the final shortlist following the completion of the Technical Evaluation will be opened, which will be done privately.

Proposers are to provide a pricing model/structure for complete digital advertising media buying services on the Price Proposal Form contained in Appendix B. Include any assumptions. A range of tiers in the pricing may be proposed. In addition, to allow for a fair comparison across all Proposers, please provide annual pricing (cost/fee) as a percentage of media spend assuming a $10mil annual media expenditure.

Travel expenses shall be pre-approved by UMUC and shall be reimbursed to the Contractor upon receipt of acceptable itemized bills and receipts pursuant to USM Policy 380.10 – Policy on University Travel as provided in Appendix C of the Solicitation document issued on January 16, 2018.

It is UMUC’s desire to reimburse the successful contractor(s) once each month closes for the actual cost of media on a monthly basis, or as determined by UMUC at a later date. Reimbursed costs shall be exclusive of any taxes for which UMUC is exempt, such as the State of Maryland Sales Tax and Federal Excise Taxes. As applicable, the successful contractor will provide a detailed quotation for any such work done under this contract for review and approval by the University.

The pricing shall remain fixed throughout the life of the Contract.


Price Proposals will be evaluated based on the full cost of the services. The University may elect to request Best & Final Price Proposal(s). The University will establish a financial ranking of the proposals from lowest to highest total offers.

END OF SECTION III, ARTICLE 3
SECTION III

ARTICLE 4

FINAL EVALUATION/RANKING AND SELECTION

1. Recommendation of Award or Further Discussions.
The University reserves the right to recommend an Proposer for contract award(s) based upon the Proposer's Technical Proposal and Price Proposal without further discussion. However, should the Committee find that further discussion would benefit the University and the State; the Committee shall recommend such discussions to the Procurement Officer. Should the Procurement Officer determine that further discussion would be in the best interest of the University and the State, the Procurement Officer shall establish procedures and schedules for conducting discussions and will notify responsible Proposers.

2. Best and Final Offers.
When in the best interest of the University and the State, the Committee may recommend and the Procurement Officer may permit qualified Proposers to revise their proposals by submitting "Best and Final" offers.

3. Final Ranking and Selection:

3.1 Process.
Following evaluation of the Technical and Price proposals, the Evaluation and Selection Committee will make an overall ranking of the proposals and recommend to the Procurement Officer the award of the contract to the responsible Proposer whose proposal is determined to be the most advantageous to the University and the State of Maryland based on the results of the final technical evaluation in accordance with the University System of Maryland Procurement Policies and Procedures.

3.2 Basis for Award.
Award may be made to the proposal with a higher technical ranking even if its cost proposal is not the lowest. The decision of the award of the contract will be made at the discretion of the Procurement Officer and will depend on the facts and circumstances of the procurement. The Procurement Officer retains the discretion to examine all factors to determine the award of the contract. The goal is to contract with the Contractor that provides the best overall value to the University.

3.3 Negotiations.
The University may select one or more Contractors to further engage in negotiations, including terms of a contract and other issues to be incorporated into the contract. The University reserves the right to make an award with or without negotiations.

4. Debriefing:
4.1 Request.
Unsuccessful Proposers may request a debriefing. A request must be submitted in writing to the Procurement Officer within ten (10) days after the date on which Proposer knows, or should have known, that its Proposal was unsuccessful. Debriefings shall be conducted at the earliest feasible time.

4.2 Discussion.
Debriefings shall be limited to discussion of the Proposer’s Proposal only and shall not include a discussion of a competing Proposer’s Proposal. The debriefing may include information on areas in which the unsuccessful Proposer’s Proposal was deemed weak or insufficient. The debriefing may not include discussion or dissemination of the thoughts, notes, or ranking from an individual Evaluation Committee Member. A summary of the Procurement Officer’s rationale for the selection may be given.

END OF SECTION III, ARTICLE 4
APPENDIX A

TECHNICAL PROPOSAL FORMS

1. Acknowledgement of Receipt of Addenda Form
ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

RFP NO.:  91561

TECHNICAL PROPOSAL DUE DATE:  March 2, 2018, on or before 4:00 P.M. EDT.

RFP FOR:  Digital Advertising Media Buying Services

NAME OF PROPOSER:  _____________________________________________

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

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

   Addendum No. __    dated ______
   Addendum No. __    dated ______
   Addendum No. __    dated ______
   Addendum No. __    dated ______
   Addendum No. __    dated ______

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

__________________________
Signature

__________________________
Printed Name

__________________________
Title

END OF FORM
APPENDIX B

1. PRICE PROPOSAL FORM
2. LIVING WAGE AFFIDAVIT
PROPOSAL NO.: RFP 91561
PRICE PROPOSAL DUE DATE: March 2, 2018, by 4:00 P.M. EDT
PROPOSAL FOR: Digital Advertising Media Buying Services
PROPOSER: ________________________________
Federal Identification Number/Social Security Number: ________________

PRICE PROPOSAL

DATE_______________________

Alicia Klein
University of Maryland University College
Procurement Office
3501 University Blvd. East, Room ADMIN-4109
Adelphi, MD 20783-8002

Dear Ms. Klein:

The undersigned hereby submits the Price Proposal as set forth in RFP # 91561 dated February 8, 2018, and the following subsequent addenda:

Addendum ___ dated_______
Addendum ___ dated_______
Addendum ___ dated_______
Addendum ___ dated_______

We confirm that this Price Proposal is based on the Requirements per the RFP and any subsequent addenda as noted above.

Having received clarification on all matters upon which any doubt arose, the undersigned proposes to complete the work for the work as described in this RFP and subsequent Addenda as noted above. By signing and submitting this response, undersigned hereby agrees to all the terms and conditions of this RFP including any issued addenda. Proposers are cautioned to verify their final proposals prior to submission, as UMUC is not responsible for Proposer’s errors or omissions. Any price proposal that has been accepted by UMUC may not be withdrawn by the Contractor.

We understand that by submitting a proposal, we are agreeing to all of the terms and conditions included in the RFP documents, and that the Bid/Proposal Affidavit submitted as part of the technical proposal remains in effect.

The evaluation and subsequent final ranking of proposals will be in accordance the RFP documents. We understand that technical weighs greater than financial. We understand that the University reserves the right to award a contract (or contracts) for all items, or any parts thereof, as set forth in detail under the information furnished in the RFP document. We further confirm that the Account Lead, Executive-in-Charge and other Key People named within our Technical Proposal will be assigned to the UMUC Contract for the duration of the Contract. We understand
that no changes in these assignments will be allowed without written authorization from the University via contract amendment prior to such changes being made.

1. Pricing model/structure is as follows:

2. The total cost/fee for the required services as described in RFP 91561 is $_________ per year, and ____% of an assumed $10 million annual media buying expenditure.

Enclosure: Pricing Model/Structure
Living Wage Affidavit

(Signatures should be placed on following page.)
The Offeror represents, and it is a condition precedent to acceptance of this proposal, that the Offeror has not been a party to any agreement to submit a fixed or uniform price. Sign where applicable below.

**A. INDIVIDUAL PRINCIPAL**

<table>
<thead>
<tr>
<th>In Presence of Witness: ___________________________</th>
<th>FIRM NAME ___________________________</th>
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<tbody>
<tr>
<td>ADDRESS________________________________________</td>
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<tr>
<td>TELEPHONE NO. _________________________________</td>
<td>SIGNED: _____________________________</td>
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<tr>
<td>PRINTED NAME___________________________________</td>
<td>TITLE: _______________________________</td>
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**B. CO-PARTNERSHIP PRINCIPAL**

<table>
<thead>
<tr>
<th>(Name of Co - Partnership)</th>
<th>ADDRESS__________________________________</th>
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<tbody>
<tr>
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<td>Printed Name: ______________________________</td>
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<tr>
<td>____________________________</td>
<td>BY ____________________________(Partner)</td>
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<td>____________________________</td>
<td>Printed Name: ______________________________</td>
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<tr>
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<td>BY ____________________________(Partner)</td>
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**C. CORPORATION**

<table>
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<th>(Name of Corporation)</th>
<th>ADDRESS__________________________________</th>
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<tr>
<td>Attest:</td>
<td>TELEPHONE NO. ______________________________</td>
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<tr>
<td>[Printed Name of Corporate (or Assistant Corporate) Secretary]</td>
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<tr>
<td>[Corporate (or Assistant Corporate) Secretary Signature for Identification]</td>
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<tr>
<td>____________________________</td>
<td>BY: ____________________________</td>
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<tr>
<td>____________________________</td>
<td>Signature of Officer and Title</td>
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<tr>
<td>____________________________</td>
<td>Printed Name</td>
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<tr>
<td>____________________________</td>
<td>Title</td>
</tr>
</tbody>
</table>
Affidavit of Agreement
Maryland Living Wage Requirements-Service Contracts

Contract No. ____________________________________________________________

Name of Contractor ______________________________________________________

Address_________________________________________________________________

City___________________________ State_______ Zip Code________________________

If the Contract is Exempt from the Living Wage Law

The Undersigned, being an authorized representative of the above named Contractor, hereby affirms that the Contract is exempt from Maryland’s Living Wage Law for the following reasons: (check all that apply)

__ Bidder/Offeror is a nonprofit organization
__ Bidder/Offeror is a public service company
__ Bidder/Offeror employs 10 or fewer employees and the proposed contract value is less than $500,000
__ Bidder/Offeror employs more than 10 employees and the proposed contract value is less than $100,000

If the Contract is a Living Wage Contract

A. The Undersigned, being an authorized representative of the above named Contractor, hereby affirms our commitment to comply with Title 18, State Finance and Procurement Article, Annotated Code of Maryland and, if required, to submit all payroll reports to the Commissioner of Labor and Industry with regard to the above stated contract. The Bidder/Offeror agrees to pay covered employees who are subject to living wage at least the living wage rate in effect at the time service is provided for hours spent on State contract activities, and to ensure that its Subcontractors who are not exempt also pay the required living wage rate to their covered employees who are subject to the living wage for hours spent on a State contract for services. The Contractor agrees to comply with, and ensure its Subcontractors comply with, the rate requirements during the initial term of the contract and all subsequent renewal periods, including any increases in the wage rate established by the Commissioner of Labor and Industry, automatically upon the effective date of the revised wage rate. The living wage rate effective September 28, 2015 is $13.59 per hour. This living wage rate changes each year and is published 90 days from the end of the University’s fiscal year at https://www.dllr.state.md.us/labor/prev/livingwage.shtml. The University’s fiscal year is July 1st through June 30th.

B. Contractor further agrees that UMUC has the right to conduct an independent audit by University internal auditors or State of Maryland auditors of the Contractor’s payroll records to confirm this affirmation at any time. Contractor also agrees to cooperate with UMUC to supply required documentation in the event that it is requested as support for this affidavit by the State of Maryland or an agency of the State of Maryland. Any information that is supplied by contractor under this Affidavit to UMUC, the State of Maryland or an agency of the State of Maryland will be subject to the terms of the Maryland Public Information Act.

C. _________________ (initial here if applicable) The Bidder/Offeror affirms it has no covered employees for the following reasons: (check all that apply)

__ All employee(s) proposed to work on the State contract will spend less than one-half of the employee’s time during every work week on the State contract;
__ All employee(s) proposed to work on the State contract will be 17 years of age or younger during the duration of the State contract; or
__ All employee(s) proposed to work on the State contract will work less than 13 consecutive weeks on the State contract.
The Commissioner of Labor and Industry reserves the right to request payroll records and other data that the Commissioner deems sufficient to confirm these affirmations at any time.

Name of Authorized Representative: ______________________________________________________

Signature of Authorized Representative                      Date

Title

Witness Name (Typed or Printed)

Witness Signature                      Date