DATE: January 17, 2018

TO: All Prospective Proposers

FROM: Alicia Klein
Director, Technology Procurement
301-985-7223

RE: RFP 91578 – Offline Advertising Media Buying Services
Addendum #1 dated 01/17/2018

The following revises the above referenced RFP documents. Receipt of this addendum is to be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda Form" and including it with the Phase 1: Portfolio submission.

1. The following language in Section III. “Introduction and Process”, Paragraph 1.1 “Objective”, Paragraph 1.11 “Award Eligibility”, and Section IV. “Procurement Phase 1 and Evaluation Process Portfolio Submittal Requirements”, Paragraph 2.1a), is deleted in its entirety:

“Only Proposers with experience purchasing a minimum of $5 million annually in offline media within the last two years, for a single client, AND five (5) years of experience purchasing offline media, shall be susceptible for an award. Proposers are defined as either the company or the proposed account lead for UMUC.”

and is replaced with:

“Only Proposers with experience purchasing a minimum of $5 million annually in offline media within the last five (5) years, for a single client, AND five (5) years of experience purchasing offline media, shall be susceptible for an award. Proposers are defined as either the company or the proposed account lead for UMUC.”

End of Addendum One dated 01-17-2018
ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

RFP NO.: 91578

PHASE 1: PORTFOLIO DUE DATE: January 29, 2018, on or before 2:00 P.M. EDT

RFP FOR: Offline Advertising 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 01-17-2018
Addendum No. ____ dated ______
Addendum No. ____ dated ______
Addendum No. ____ dated ______
Addendum No. ____ dated ______

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

________________________________________
Signature

________________________________________
Name Printed

________________________________________
Title

________________________________________
Date

END OF FORM