

AMENDEMNT #1
MHBE Marketing Services
RFP #BPM040600

This Amendment is being issued to amend and clarify certain information contained in the above named IFB. All information contained herein is binding on all Bidders who respond to this IFB. Specific parts of the IFB have been amended. The following changes/additions are listed below; new language has been **BOLDED** and underlined and language deleted has been marked with a ~~strikeout~~ (ex. ~~language deleted~~).

MBE Subcontracting Goal: ~~_____~~ 10% (excluding pass-through media buy)

MBE Subcontracting Goal: _____ 12% (excluding pass-through media buy)

"The Offeror shall have five years experience developing and designing integrated advertising campaigns (print, radio, television, outdoor, mobile, social/digital, etc.) to launch statewide awareness initiatives. As proof, the Offeror shall provide with its Proposal three references from the past five years that collectively attest to the Offeror's experience. In addition, please provide at least two samples of print and or digital campaigns.

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