

QUESTION AND ANSWER #1

Marketing Services

BPMP040600

1. Question: Can the Prime contract have four years' experience and subcontractor have 15 to meet min. quals. 1.2

Answer: No, the Prime contractor must have five years of experience.

2. Question: Is the MBE Goal on the Total Value of the Contractor or label only?

Answer: MBE Goal will be calculated by the total value of the contract including the media pass through.

3. Question: Can you please clarify if the reference letters should be on the letterhead of the Offeror submitting on the RFP or that of the actual reference?

Answer: The reference should be on the letterhead of the company or agency where you provided services.

4. Question: References – 2 of our references that can attest to our relevant experience recently left the organizations that we supported. These references can still attest to our qualifications within the last 5 years. Please confirm that we can submit these references.

Answer: If you have references that have left a company that you have provided services to, you can use those references as long as MHBE can verify / validate the information. All references must have a name, mailing address, email, and telephone numbers.

5. Question: Since this is an electronic submission, I presume all samples should be either included in the word doc/pdf or should be included as hyperlinks? See all references to hard copies highlighted in yellow below.

Answer: Offerors can determine the best way to present the samples, hard copy.pdfs are not needed, links are fine.