

QUESTION AND ANSWER #3

Marketing Services

BPMP040600

18. Question: If an MBE media buyer is purchasing the media, can all of the media dollars be counted towards the MBE goal even if the media buyer isn't an MBE?

Answer: The 12% MBE goal is for the total contract value. If a media buying agency is a certified MBE with a NAICS code, then they can be counted towards the MBE goal. If the media buying agency is not a certified MBE, then they cannot be counted toward the MBE goal. However, it is entirely up to the offeror to determine what services will be used towards the MBE goal.

