

REQUEST FOR PROPOSAL

GENERAL INFORMATION

1. LOCATION

- A. The Rhode Island Lottery (RIL) is located at 1425 Pontiac Avenue, Cranston, Rhode Island, 02920.

2. BACKGROUND

- A. The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified vendors to conduct a behaviorally-targeted online advertising campaign for the RIL, following these parameters:
 - 1. Geographically - Only Rhode Island IP addresses
 - 2. Behaviorally - Tracking online activities to determine likes and interests
 - 3. Demographically - Determining profiles (i.e. age, sex, primary residence) using information submitted via online forms (Targeting must be limited to anyone 18 years or older)
 - 4. Contextually - Tracking online usage by examining the specific content on a web page.
- B. The display ads must always appear "above the fold", where they are most visible.
- C. Information on video streaming and mobile advertising can also be included for review.

3. VENDOR QUALIFICATION

- A. It is the policy of the RIL to make every effort possible to assure the participation of small, minority, and female-owned businesses pursuant to Section 4, entitled "Vendor Qualification," as outlined in the Procurement Regulations, promulgated pursuant to 32-1 of the General Laws of the State of Rhode Island, and as mandated in Title 37, Chapter 14.1 of the General Laws of the State of Rhode Island, entitled "Minority Business Enterprise".

4. SELECTION PROCESS

- A. The RIL will base their selection on a combination of the websites to be used; the number of impressions; total of Rhode Island unique visitors based on figures from May 2012; percentage reach of total Rhode Island online consumers; number of average daily

Rhode Island visitors; the frequency ads will be seen; and overall pricing for a month-long campaign.

- B. RIL requests a complete site-list and requires unrestricted ability to exclude unwanted sites.
- C. Vendor must provide information on any restricted websites on which RIL would not be able to advertise.
- D. A sample online media buy and a current/past client list must be provided (screenshots demonstrating successful campaign can be included).
- E. Vendor must be able to provide web analytical reporting on a daily or weekly basis and inform RIL how and when ad creative would be monitored and changed.
- F. Vendor must indicate if it is TRUSTe approved.
- G. Vendor must include ability and associated costs to create a dynamic ad on behalf of the Lottery.

9. COST TO VENDORS

- A. All proposals are submitted at the vendor's sole risk and expense. The RIL shall not, under any circumstances, be responsible for any costs or expenses incurred in submitting a response to this solicitation.

10. REJECTION OF PROPOSALS

- A. The RIL reserves the right, without liability, to reject any and all proposals at any point prior to the award of a contract and/or cancel this procurement.

11. SCHEDULE OF EVENTS

- A. Written questions related to the RFP must be submitted no later than 4:00 p.m. on September 28, 2012, and sent either by fax or e-mail, to:

Terri Kiernan
tkiernan@rilot.ri.gov
Fax: 401-463-5669
Telephone: 401-463-6500 Extension 104

Vendors not submitting questions, but who wish to receive a copy of questions and answers, should e-mail or fax their contact information to Terri Kiernan.

- B. Answers to all questions will be provided by 4:00 p.m. on October 3, 2012.
- C. Proposals, along with pricing, from interested vendors will be accepted up until 4:00 p.m. October 17, 2012.

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