



**Solicitation Information  
October 2, 2015**

**Addendum #1**

**RFP# 7549921**

**TITLE: Media Planning, Buying & Measurement Services – MPA#417**

**Submission Deadline: October 26, 2015 at 11:30 a.m. (Eastern Time)**

In an effort to reduce the number of paper copies required to respond to this solicitation, the Response Contents section has been updated on the following page.

A handwritten signature in cursive script, appearing to read "Lisa Hill".

Lisa Hill  
State of Rhode Island  
Division of Purchases

## 7549921 Addendum 1, Continued

### Addendum – Responses Contents:

The complete proposal shall include a Separate Technical Proposal and a Separate Cost Proposal. The contents of each are described below.

The complete proposal, clearly marked with the RFP # and submission deadline date and time, must be delivered (via mail, messenger service, or personal delivery) to the Division of Purchases (address below) and date-stamped/receipted by the date and time specified for the RFP submission deadline. At that time, proposals will be opened and the names of the bidders read aloud in public, and one electronic copy of the technical proposal checked for readability. Bidders should mail proposal sufficiently in advance of the RFP submission deadline to ensure timely delivery to the Division of Purchases or, when delivering a proposal in person or by messenger, should allow additional time for parking and clearance through security checkpoints.

Rhode Island Department of Administration  
Division of Purchases  
One Capitol Hill, Second Floor  
Providence, RI 02908-5855

#### 1) Separate Technical Proposal

The technical proposal should include:

- (i) One (1) electronic copy of the technical proposal in a PDF format on a separate Technical CD (readable only CD-Rom). The following naming convention should be used: **7449921Tech(FirmName).PDF**;
- (ii) One original technical proposal (printed) in hard-copy paper format unbound and fastened only with binder clips;
- (iii) One original signed (in ink) Bidder Certification Cover Form downloaded from the RI Division of Purchases home page at [www.purchasing.ri.gov](http://www.purchasing.ri.gov);
- (iv) A completed and signed W-9 Form scanned and saved as a PDF to the Technical CD (Digital signatures are not accepted).

**Instructions:** The hard copy and the pdf formatted electronic files of the technical proposal must be placed inside a separate sealed envelope marked “Technical Proposal”. The outside sealed envelope must include the firm’s name and address and the Solicitation Number, Solicitation Title, and the RFP Submission Deadline marked in the upper left-hand corner.

#### 2) Separate Cost Proposal

The cost proposal should include:

- (i) One (1) electronic copy in PDF Format of the cost proposal saved as a PDF on to a separate Cost CD (*readable only* CD-Rom). The following naming convention should be used: **7449921Cost (Firm Name). PDF**. See Appendix D for cost proposal format;
- (ii) One original signed cost proposal (printed) (in ink) in hard-copy paper.

**Instructions:** The hard copy and the pdf formatted electronic files of the cost proposal must be placed inside a separate sealed envelope marked “Cost Proposal”. The outside sealed envelope must include the firm’s name and address and the specific “Solicitation Number,” “Solicitation Title,” and the “RFP Submission Deadline” marked in the upper left-hand corner.

## INSTRUCTIONS AND NOTIFICATIONS TO OFFERERS:

1. Offerors are advised to carefully review all sections of this solicitation and to follow all instructions, as failure to make a complete submission as described herein may result in rejection of the proposal.
2. Alternative approaches and/or methodologies to accomplish the desired or intended results of this solicitation are welcome. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this solicitation will be determined to be non-responsive.
3. All costs associated with developing or submitting a proposal in response to this solicitation, or to provide oral or written clarification of its content, shall be borne by the offeror. The Division of Purchases assumes no responsibility for such costs.
4. Proposals are considered to be irrevocable for a period of not less than ninety (90) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.
5. All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
6. In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation shall have the right to transact business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). This will be a requirement only of the successful offeror(s).
7. The purchase of services under an award made pursuant to this solicitation will be contingent on the availability of funds.
8. Offerors are advised that all materials submitted to the Division of Purchases in response to this solicitation shall be considered to be public records as defined in Title 38, Chapter 2 of the General Laws of Rhode Island, without exception, and may be released for public inspection upon request once an award has been made
9. Vendors must comply with the State's minority business enterprise (MBE) requirements, which address the State's goal of ten percent (10%) participation by MBEs in all State procurements. For further information, contact the MBE Administrator at (401) 574-8253, or see [www.mbe.ri.gov](http://www.mbe.ri.gov), or contact [dorinda.keene@doa.ri.gov](mailto:dorinda.keene@doa.ri.gov).
10. Offerors should peruse the Division of Purchases web site on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP.
11. **Equal Employment Opportunity R.I. Gen. Laws § 28-5.1-1, Declaration of policy:** (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies in all areas where the state dollar is spent, in employment, public service, grants and financial assistance, and in state licensing and regulation.

For further information, contact the Rhode Island Equal Employment Opportunity Office, at 222-3090.