

**Questions and Answers  
for OKI's Request for Qualifications  
for the Clean Air Campaign**

**January 27, 2012**

- 1. What is the budget for media advertising for the 2012 Clean-Air campaign?**
- 2. How is the budget allocated my medium?**
- 3. Will you have a proposed media budget for the 2012 campaign?**
- 4. Is there a separate digital budget?**
- 5. Are you able to disclose your overall budget for this campaign?**

**Answer to questions #1-#5**

The RFQ process does not allow for the discussion of financial items at this time. Costs will be discussed with each selected media outlet when the RFQ process is complete and contract negotiations begin.

- 6. Will radio be part of the 2012 campaign?**
- 7. Once pre-qualified as a preferred vendor, will there be an opportunity to make campaign presentations?**
- 8. Please provide detailed information regarding what you would like to see in the media packet?**
- 9. Are there specific dayparts you had in mind for the campaign, and do you plan on running weekend spots?**
- 10. Do you have a CPP goal or GRP levels you need to achieve?**

**Answers to questions #6-#10**

In order to be considered responsive to the RFQ, you must submit a signed statement of interest and a media packet ONLY. A media packet is an informational packet which summarizes the demographics, reach and any other pertinent information relative to the submitting station, publication, etc. If you would like to submit information in your media packet relative to ratings, please use the most recent book.

I will begin negotiations after reviewing the RFQ submissions. At that point, I will decide with which stations, publications, etc. I want to negotiate contracts. Negotiations will continue from that point until a good mix of media is included and I am satisfied with the stations, publications, etc. selected and receive a significant amount of value added. Due to time constraints I might not be able to set up individual meetings. This will be decided upon later.

- 11. I have a question regarding the recently issued RFQs for both the OKI Rideshare advertising campaign and the OKI Clean Air advertising campaign. If our company is applying to be considered as an advertising vendor for both the Rideshare and Clean Air campaigns and the information we would be supplying for both would be identical, can we simply send one set of requested submittal materials and documents and indicate that we wish to be considered for both campaigns?...or would you require that we submit two separate sets of submittal materials and documents?**

Your company would need to submit two separate sets of submittal materials and documents.

- 12. Do you have produced creative or will advertising partners be able to help with creating customized creative?**

We will be utilizing the advertising campaign that we have used for the past couple of years so no new design is required.

- 13. Is there a specific demo the Clean Air program is targeting? Is there qualitative information or lifestyle characteristics the Clean Air program is looking to reach?**

The primary goal of the public outreach campaign is to improve the quality of the air in the Greater Cincinnati and Northern Kentucky area by continuing to educate the general public, businesses and the media about smog, their contributions to it and the voluntary measures they can take to help reduce smog formation.

Public – Citizens of Butler, Clermont, Hamilton, Warren, Boone, Kenton and Campbell counties. Primary target: age 25 – 54, household income \$15,000+.

**14. Is it possible to receive some more information regarding the "Do Your Share for Cleaner Air" RFQ?**

Please visit [www.doyourshare.org](http://www.doyourshare.org) to get more information about the program.

**15. Will length of the spots be :30s or :60s?**

There are three :30 radio and television spots

**16. In both under the heading of "Submission Requirements", item 2, third bullet item, I am unclear as to whether the "One (1) original and one (1) copy" refers only to the statement of interest or also includes the subsequent items "media packet" and "attachment A". Could you clarify please?**

One original and one copy is needed for everything --the statement of interest, media packet and attachment A.

**17. As I also understand, you want us to divulge if our company is a Disadvantaged Business Enterprise or not, correct?**

It is not a requirement to be a Disadvantage Business Enterprise (DBE) but you must state your DBE status in the statement of interest. OKI encourages the use of Disadvantaged Business Enterprises (DBE).

**18. As I understand it, you do not want to receive any kind of pricing whatsoever as part of the media kit/information that is being requested. Is that correct?**

**19. Am I reading this correctly that you do not want a proposal, but Avails and Rate card/recommendations WCPO can offer for your goals and March-June marketing?**

**Answer to questions #18-#19**

In order to be considered responsive to the RFQ, you must submit a signed statement of interest, current media packet and completed attachment A of the

RFQ (on page 5) ONLY. Submitting promotional opportunities, proposals, schedules, costs or anything else beyond the statement of interest and the media packet will result in your submission being deemed "unresponsive." The RFQ process does not allow for the discussion of financial items at this time.

- 20. What criteria will be considered when evaluating the performance of the campaign?**
- 21. Is digital/online marketing important and a large percentage of the marketing?**
- 22. Will you be looking for digital ideas and concepts?**

**Answer to questions #20-#22**

The above questions are not related to the RFQ and will therefore be addressed in the negotiation phase of the procurement process.