

Arkansas Lottery Commission

Responses to Craig Douglass Communications Questions for the ALC Advertising, Marketing and Media Services RFP

ALC Response to Question #1: Calendar days. Also, please refer to the Addendum to the Advertising, Marketing and Media Services Request for Proposal approved on July 22, 2009.

ALC Response to Question #2: Please refer to the Addendum to the Advertising, Marketing and Media Services Request for Proposal approved on July 22, 2009, specifically Attachment B.

ALC Response to Question #3: The ALC response to this question is "No." Please refer to the Freedom of Information Act, Ark. Code Ann. § 25-19-101 *et seq.* The ALC will abide by the laws of the State of Arkansas.

ALC Response to Question #4: Please refer to the Freedom of Information Act, Ark. Code Ann. § 25-19-101 *et seq.* The ALC will abide by the laws of the State of Arkansas.

ALC Response to Question #5: The membership and composition of the ALC Request for Proposal Evaluation Committee will not be provided prior to the evaluation of bids.

ALC Response to Question #6: Please refer to the Addendum to the Advertising, Marketing and Media Services Request for Proposal approved on July 22, 2009.

ALC Response to Question #7: Please refer to the Addendum to the Advertising, Marketing and Media Services Request for Proposal approved on July 22, 2009, specifically Attachment C.

ALC Response to Question #8: Please refer to Section 3.3 "Media Placement Services" and Section 4.1 "Media Compensation" of the original ALC Advertising, Marketing and Media Services Request for Proposal approved on July 15, 2009.

ALC Response to Question #9: Please refer to the Addendum, specifically Attachment C, to the Advertising, Marketing and Media Services Request for Proposal approved on July 22, 2009, specifically Attachment C.

ALC Response to Question #10: Please refer to section 3.2 "Procurement of Goods and Services" of the original ALC Advertising, Marketing and Media Services Request for Proposal approved on July 15, 2009. Additionally, the research mentioned in Question #10 may be requested at a later date.

ALC Response to Question #11: Please refer to Section 3.0 "Scope of Work/Specifications" of the original ALC Advertising, Marketing and Media Services Request for Proposal approved on July 15, 2009.