

The following is a list of questions regarding RFP number ALC-09004 Commodity: Advertising, Marketing, and Media Budget Services.

1. What is the advertising budget?
 - a) Electronic
 - b) Point of Purchase and Print
 - c) Production

2. Will there be opportunity for an oral presentation?
3. How many games will be rolled out initially?
4. Will the electronic be locally produced?
5. If you have an in-house agency. Why do you need an additional agency?
6. Much negative publicity concerning excess spending has been brought out. If you cut cost how does this affect the advertising budget?
7. Why base the vendor qualifications on net income us total revenue billings? Net income is a function of how you manage your business according to your personal objectives. Total revenue reflects the size of your agency, the number of staff needed, and the efficiency of your company.
8. Paragraph 5.6 Implementation Roll-Out – What exactly is the project being proposed?
9. Paragraph 5.7 Background and Financial Viability – What exactly is evidence of financial responsibility and stability?
10. In the Petit Jean Retreat meeting Mr. Passailaigue stated the lowest price from a vendor may not always be the best, you get what you pay for. For example, the top three salaries on the lottery staff. Certainly these positions could have been filled at a less expensive level. Why now do you say in the RFP the lowest overall cost proposal for media compensation will receive the maximum allocated points? Is this really going to get you the best agency available?



GWL INC.
ADVERTISING

Gary Lay
gary@gwladvertising.com
501.228.6900