



SOUTHWEST DISTRICT HEALTH

REQUEST FOR PROPOSAL

Media Buying & Placement Services for Programs Promotions

SWDH-2024-04

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RFP ADMINISTRATIVE INFORMATION

RFP Title:	Media Buying & Placement Services for Programs Promotions
RFP Project Description:	Research, recommend, negotiate price and purchase ad space for Southwest District Health marketing campaigns
RFP Lead:	Brian Butkus, Grants Officer 208-455-5302 Brian.butkus@swdh.id.gov Southwest District Health 13307 Miami Lane Caldwell, Idaho 83607
Submitting Sealed Proposal: Submitting Manually: MANUAL PROPOSALS MUST BE RECEIVED AT THE PHYSICAL ADDRESS DESIGNATED FOR COURIER SERVICE PRIOR TO THE CLOSING DATE AND TIME. The Proposal must be addressed to the RFP Lead, sealed, and identified as “Media Buying & Placement Services for Programs Promotions, SWDH-2024-04”. Include your company name on the outside of the package.	Address for Courier or US Mail: 13307 Miami Lane Caldwell, Idaho 83607
Deadline to Receive Questions: Contact to Receive Questions:	Friday May 3, 2024 at 5:00 p.m. Mountain Time to RFP Lead
RFP Closing Date:	Monday May 13, 2024 at 5:00 pm MST
Public Opening Date:	10:30 a.m. Mountain Time, the following business day after closing
Initial Term of Contract and Renewals:	This contract is expected to expire June 30, 2026. Upon mutual, written agreement, the Contract may be renewed, extended or amended. The anticipated total Contract term is two (2) years.

1 OVERVIEW

1.1. Purpose

To help Southwest District Health meet its promotional campaign objectives by researching and making media placement recommendations to effectively reach target audience in a cost effective manner by negotiating with media outlets.

1.2. Definitions

Media Buy - the process of purchasing advertising space for an organizations' marketing campaigns, covering both traditional and digital media placements.

1.3. Background Information

ABOUT SOUTHWEST DISTRICT HEALTH

Southwest District Health is one of seven public health districts throughout Idaho established to protect and promote the health and wellness of those who live, work, and play in our region. We proudly serve Adams, Canyon, Gem, Owyhee, Payette and Washington Counties. We work in partnership with our community to identify health needs, design solutions, and implement services that encourage behaviors contributing to healthier, longer lives.

1.4. Resulting Contract

If the District awards a contract from this Solicitation, it will do so by issuing a Contract Purchase Order document from the District's Procurement system, which will be an acceptance of the successful offer. The Contract will be comprised of that contract document; this RFP, including any incorporated documents; the successful Proposal, including any clarifications requested by the District; and an artifact formalizing any requirements agreed upon through contract discussions or negotiations, if applicable.

1.5 Scope of Work

Vendor must:

- work with Southwest District Health to identify each campaign's target audience and recommend media outlets and placements, including but not limited to:
 - Spanish radio
 - KTVB.com pre-roll ads
 - Spanish broadcast television
 - Mailers
 - Outdoor boards
 - Newspapers
 - Digitaland other campaign-related materials that may help Southwest district Health reach its campaign objectives
- negotiate with the various media outlets for cost-effective rates, favorable schedules/showings and bonus runs

- work to secure matches (i.e. earned media, free airings or in-kind contributions) when placing broadcast media messages
- evaluate industry trends and emerging technologies to identify new outreach opportunities and make recommendations accordingly
- provide services based upon research, analysis and recommendations to ensure that target audiences are reached with messages in the most cost-effective manner
- collaborate with Southwest District Health Marketing & PR Manager to schedule for Public Health District (3) rural and urban markets where campaigns are being conducted
- remain knowledgeable about the current media environment including new technologies and research, such as changes in the demographic segment within commonly used media outlets
- monitor new and emerging technologies and provide recommendations on their use
- demonstrate an understanding of the scope of work and suggested approach to the project
- have the capacity to perform the work within schedule and budget
- have appropriate personnel and resources to complete the work
- submit two (2) professional references

2 QUESTIONS

2.1. Questions

2.1.1. Questions or other correspondence must be submitted in writing to the RFP Lead (see contact information in the RFP Administrative Information, page 1). QUESTIONS MUST BE RECEIVED BY 5:00 P.M. MOUNTAIN TIME ON THE DATE LISTED IN THE RFP ADMINISTRATIVE INFORMATION.

2.2. Vendor Proposed Modifications and Exceptions to Requirements, Terms, and Conditions

2.2.1. Vendors are strongly encouraged to submit any proposed modifications to the requirements, terms, or conditions of the RFP prior to the deadline to submit questions. Questions regarding these requirements must contain the following:

- The rationale for the specific requirement being unacceptable to the party submitting the question (define the deficiency).

2.2.2. The District has sole discretion to determine if the modifications or exceptions submitted by an Offeror would result in a material change or otherwise threaten the integrity of the procurement process.

2.2.3. Except as otherwise provided within the Solicitation, the District will not consider modifications or exceptions to the requirements, terms, or conditions which are proposed after the RFP Closing Date.

3 INSTRUCTIONS FOR SUBMISSION OF PROPOSAL

3.1. General Instructions

3.1.1. Proposals may be submitted manually, as detailed below. Except as otherwise addressed in this solicitation, all submission materials must be submitted at the same time (in a single package or electronic submission). If multiple submissions are received, only the latest timely submission will be considered.

3.1.2. Alternate proposals are not allowed.

3.1.3. All electronic files must be in Microsoft Word, Adobe PDF, or Excel format; the only exception is for financials, brochures or other information only available in an alternate format.

3.2. Manual Submission

3.2.1. The Proposal must be addressed to the RFP Lead, sealed, and identified as “Media Buying & Placement Services for Programs Promotions, SWDH-2024-04.” Include your company name on the outside of the package.

3.2.2. Offerors submitting manually must also submit one (1) electronic copy of the entire Proposal on CD or USB device. The format and content must be the same as the manually submitted Proposal. The electronic version must NOT be password protected or locked in any way.

3.2.3. The Technical Proposal must be separately sealed, identified “Technical Proposal – Media Buying & Placement Services for Programs Promotions, SWDH-2024-04.”

3.2.4. The Cost Proposal must be separately sealed, identified as “Cost Proposal – Media Buying & Placement Services for Programs Promotions, SWDH-2024-04.”

4 PROPOSAL FORMAT

These instructions describe the format to be used when submitting a Proposal. The format is designed to ensure a complete submission of information necessary for an equitable analysis and evaluation of submitted Proposals. There is no intent to limit the content of Proposals.

4.1. Table of Contents

Include a table of contents in the Technical Proposal identifying the contents of each section, including page numbers of major Sections.

4.2. Format

4.2.1. **Technical Proposal** – A detailed explanation of services to be provided (scope of work)

4.2.2. **Cost Proposal** – Breakdown of costs (number of placements, matches, price of placements, media buyer commission, etc.)

4.2.3. **W9** – A current W9 tax form is required

4.2.4. **Additional Documents** – Any additional information, documents, brochures, etc.

5 PROPOSAL REVIEW AND AWARD

5.1. Overview

The objective of the District in soliciting and evaluating Proposals is to ensure the selection of a firm or individual that will produce the best possible results for the funds expended.

5.1.1. All Proposals will be reviewed first to ensure that they meet the Mandatory Submission Requirements of the RFP. Any Proposal(s) not meeting the Mandatory Submission Requirements will be found non-responsive.

5.2. Technical Proposal

5.2.1. The Technical Proposal will be reviewed first on a “pass” or “fail” basis to determine compliance with those requirements listed in the RFP. All Proposals which are determined by the District, in its sole discretion, to be responsive in this regard will continue in the evaluation process outlined in this Section.

5.3. Cost Proposal

5.3.1. The Cost Proposal will be evaluated for the effective and efficient delivery of quality goods/services.

5.4. Award

Award of Contract will be made to the responsive Offeror whose Proposal best meets the District’s need.