



**STATE OF HAWAII  
OFFICE OF HAWAIIAN AFFAIRS  
560 NORTH NIMITZ HIGHWAY, SUITE 200  
HONOLULU, HAWAII 96817**

October 24, 2018

**REQUEST FOR PROPOSALS (RFP) NO. DM 2019-02**

**ADVERTISING AGENT FOR MEDIA BUYS**

**ADDENDUM 1**

1. Aren't the media buys normally handled in house?

**Individual media buys have been handled in-house. For this RFP, OHA is strategically grouping the entire budget available for all of the media buys we do each year together to approach media partners to negotiate more ads, better ad placement, on-air promotional opportunities, etc. to maximize the promotional power of our budget.**

2. Is there a minimum amount to budget for? What about add ons?

**Budget is based on the scope of work provided in the solicitation and you can add on a separate line for other add ons that you would like to propose.**

3. Do we separate the cost of fees?

**Fees are inclusive.**

4. When will the contract start?

**We would like to start the contract in December at the latest early January.**

5. How will we be notified of who is awarded?

**Letters will be sent to all offerors who submitted a proposal informing them if they have been awarded or not. The name of the awardee and the amount of the award will be posted on OHA's website and the State Procurement Office website.**

6. Since the contract is for 5 years, how would we plan on increases?

**The proposal amount is for a standard 5-year package. There may be increases needed depending if there are additional events that require media buys.**

7. Do you have initiative goals to get the message out there?

**We know some of the things but things come out ad hoc so need to be flexible.**

8. How far in advance do you work?

**On the shorter side 1 month or less. Flexibility, fluidity and responsiveness helps.**

9. How often will we be meeting?

**When it is busy every other week but when it is slow maybe quarterly.**

10. How is payment processed? Can the fees from the firm we will be purchasing media buys from be paid directly to them and my fees be paid directly to me?

**It would be the Contractor who pays for the media buys.**

11. How are invoices processed?

**We verify the invoice along with the pre-post report for approval for payment.**

12. What are considered other OHA activities?

**Concerts, our Holiday Mākeke which is our Christmas Craft Fair featuring Native Hawaiian vendors, etc. The number of other activities will fluctuate.**

13. Do we need to come over there for meetings?

**Yes. According to the scope of services the Successful Offeror shall meet with the Community Engagement Director, the Digital and Print Media program, and the Community Outreach program. Please refer to Section 2 – Scope of Services in the posted solicitation.**

14. Can we submit the proposals via email?

**According to the solicitation posted, electronic mail and facsimile transmissions will not be accepted.**