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Inquiry Number	Solicitation Document	Section Number	Inquiry	Response
1	General		(a) Is this the same RFP from 2018? (b) If so, what happened?	(a) No. (b)The RFP that was issued in 2018 was cancelled by OGS.
2	General		As an agency that participated in last year's NYS Media Buying RFP 23126, which is almost identical to NYS State Media RFP 23171, we are aware that the business was initially awarded and then later pulled. Would you be able to provide any rationale on this decision to help inform this year's participants?	No, the cancellation of RFP 23126 is unrelated to this Solicitation. Bidders should base their responses to RFP 23171 solely on the instructions and criteria in RFP 23171.
3	General		Assuming most agencies from RFP 23126 will participate in RFP 23171, were there any qualifications or capabilities that were missing from last year's responders, and winners, that you are looking for this year? Or is it likely the same agencies will be chosen?	Bidders should base their responses to RFP 23171 solely on the instructions and criteria in RFP 23171All Bids will be evaluated based on the requirements of RFP #23171.
4	General		Whether companies from Outside USA can apply for this? (like,from India or Canada)	Yes, any company may submit a Bid. Only those companies that can demonstrate that they meet the requirements listed in Section 2.1, *Minimum Qualifications*, will be eligible for an award. Please be advised that pursuant to Section 3.2.1, *Account Management Team*, Contractors will be responsible to meet with the Authorized User and report on buy status, present media campaign buy plans and media campaign results as needed. Authorized Users may request the Contractor attend a meeting in-person at a location designated by the Authorized User. Per Section 4.10, *Cost Proposal*, any travel would be covered under the Contractor's Commission and may not be separately billed.

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5	RFP Main Document	1.3, *Estimated Quantities*, and 6.11, *Contractor Requirements and Procedures for Business Participation Opportunities for NYS Certified Minority- and Women-Owned Business Enterprises and Equal Employment Opportunities for Minority Group Members and Women*	Section 1.3 states: "Media buys requested by Authorized Users could range from a thousand dollar to a multimillion-dollar media campaign although it is anticipated that the majority of media campaigns will be under $100,000" and 6.11 IV lists the overall goal of MWBE participation at 30%. Does each individual media campaign need to meet the 30% MWBE goal or is that goal on the total number of media campaigns awarded?	No, each media campaign does not need to meet the 30% MWBE goal. The 30% MWBE goal applies to the contractor's centralized contract awarded under this RFP. OGS established an overall goal of 30% for MWBE participation, 15% for Minority-Owned Business Enterprises ("MBE") participation and 15% for Women-Owned Business Enterprises ("WBE") on each OGS centralized contract.
6	RFP Main Document	1.4, *Key Events/Dates*	Does the Vendor have to come to the Bid Opening?	No, Bidders are not required to attend the Bid Opening. Bidders interested in attending the Bid Opening shall ensure that their Bid has been delivered in accordance with RFP Section 4.12, *Delivery*, and follow the instructions as stated in RFP Section 4.13, *Important Building Access Procedures.*
7	RFP Main Document	1.6, *MWBE and SDVOB Interest in Participating with Bidders*	Is OGS posting a list of WBE companies to partner with on the recent RFP for Media Buying Services?	Pursuant to Section 1.6 OGS published a Bid Solicitation Update on July 8, 2019 announcing the MWBE and SDVOB vendors that notified OGS by July 5, 2019 that they are interested in participating with Bidders. The Bid Solicitation Update is available on the OGS website at: https://ogs.ny.gov/procurement/bid-opportunities and the availability of the Bid Solicitation Update was announced in the New York State Contract Reporter.
8	RFP Main Document	1.6, *MWBE and SDVOB Interest in Participating with Bidders*	I have a question regarding the RFP I messaged you about my interest in participating, do I still mail in all the bid documents? or is that for a firms larger than mine?	An MWBE that is subcontracting to a Bidder does not need to submit a bid. Only an entity, including an entity that is an MWBE, seeking to perform all the services described in the RFP as the contractor is required to submit a bid.

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9	RFP Main Document	1.6, *MWBE and SDVOB Interest in Participating with Bidders*	As a MWBE can we submit for one of the contractor positions and indicate working with participating bidders as their MWBE arm?	Yes, an MWBE can bid in its own name as well as subcontract to another Bidder.
10	RFP Main Document	1.6, *MWBE and SDVOB Interest in Participating with Bidders*	What is the timing for the promised DBE list to be made available to participants?	OGS published a Bid Solicitation Update on July 8, 2019 announcing the MWBE and SDVOB vendors that notified OGS by July 5, 2019 that they are interested in participating with Bidders. The Bid Solicitation Update is available on the OGS website at: https://ogs.ny.gov/procurement/bid-opportunities and the availability of the Bid Solicitation Update was announced in the New York State Contract Reporter.
11	RFP Main Document	2.1, *Minimum Qualifications*	Can companies from Outside the USA bid?	Yes, any company may submit a Bid. Only those companies that can demonstrate that they meet the requirements listed in Section 2.1, *Minimum Qualifications*, will be eligible for an award. Please be advised that pursuant to Section 3.2.1, *Account Management Team*, Contractors will be responsible to meet with the Authorized User and report on buy status, present media campaign buy plans and media campaign results as needed. Authorized Users may request the Contractor attend a meeting in-person at a location designated by the Authorized User. Per Section 4.10, *Cost Proposal*, any travel would be covered under the Contractor's Commission and may not be separately billed.

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12	RFP Main Document	2.1, *Minimum Qualifications*	Can the vendor perform tasks (related to the RFP) outside of the USA?	Yes, any company may submit a Bid. Only those companies that can demonstrate that they meet the requirements listed in Section 2.1, *Minimum Qualifications*, will be eligible for an award. Please be advised that pursuant to Section 3.2.1, *Account Management Team*, Contractors will be responsible to meet with the Authorized User and report on buy status, present media campaign buy plans and media campaign results as needed. Authorized Users may request the Contractor attend a meeting in-person at a location designated by the Authorized User. Per Section 4.10, *Cost Proposal*, any travel would be covered under the Contractor's Commission and may not be separately billed.
13	RFP Main Document and Attachment 9 – *Minimum Qualifications*	2.1 (1), *Minimum Qualifications*	For Minimum Qualifications other client references, what makes a client qualify as being "in New York State"? We have clients that we serve whose C-Suite offices and staff are in NYC, but their registration is in another state.	The revised Section 2.1(1) does not require that the clients used to satisfy the minimum qualifications have to reside in New York State, only that the media buys on behalf of the clients were within New York State media markets.
14	RFP Main Document	3.1, *Performance Requirements*	Whether we need to come over there [from outside USA] for meetings?	Please be advised that pursuant to Section 3.2.1, *Account Management Team*, Contractors will be responsible to meet with the Authorized User and report on buy status, present media campaign buy plans and media campaign results as needed. Authorized Users may request the Contractor attend a meeting in-person at a location designated by the Authorized User. Per Section 4.10, *Cost Proposal*, any travel would be covered under the Contractor's Commission and may not be separately billed.
15	RFP Main Document	3.1, *Performance Requirements*	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	Yes. As stated in Section 3.2.1, *Account Management Team*, Contractors will be responsible to meet with the Authorized User and report on buy status, present media campaign buy plans and media campaign results as needed. Authorized Users may request the Contractor attend a meeting in-person at a location designated by the Authorized User. Per Section 4.10, *Cost Proposal*, any travel would be covered under the Contractor's Commission and may not be separately billed.

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16	RFP Main Document	3.1, *Performance Requirements*	Historically, what has been the typical timelines from Authorized User request to delivery of strategic media plan, buying and placement versus the 12 hours quoted?	As noted in RFP Section 1.3, *Estimated Quantities*, OGS cannot provide historical data because there are no current or previous OGS centralized contracts for this service. Pursuant to RFP Section 1.3, *Estimated Quantities*, the contracts resulting from this RFP are estimated quantity contracts with no specific quantities guaranteed but the Contractor must furnish all quantities actually ordered at or below the Contract rate.
17	RFP Main Document	3.1 (1), P*erformance Requirements*	The 12-hour turnaround time on media deliverables (media schedules with details and media buy schedules) is very tight. How much flexibility is there in these deadlines?	Per Section 3.2.9, *Media Buy Request (MBR) Process,* the Authorized User has the discretion to allow the Contractors additional time to respond to the MBR.
18	RFP Main Document	3.2.1 (3), *Account Management Team*	The 12-hour turnaround time on media deliverables (media schedules with details and media buy schedules) is very tight. How much flexibility is there in these deadlines?	Per Section 3.2.9, *Media Buy Request (MBR) Process,* the Authorized User has the discretion to allow the Contractors additional time to respond to the MBR.
19	RFP Main Document	3.2.2, *Media Strategy*	What is the minimum number of the 13 Media Strategies we need to handle to win the proposal? Or can we submit on strategies such as Video, Terrestrial Radio, Digital Radio and Digital but not Print and OOH?	Contractor must be able to provide media strategy for all 13 listed media in Section 3.2.2, Media Strategy, as well as any other media identified by an Authorized User in a Media Buy Request (MBR)as stated in Section 3.2.9, *Media Buy Request (MBR) Process*.
20	RFP Main Document	3.2.2, *Media Strategy*	(a) What are your ideas around branding and new media? (b) Are you looking for the winning bidder(s) to bring new media types as they are developed/discovered?	(a) Bidders are required as part of their Technical Proposals to respond to Section 4.9.9, *Trends*. The revised Section 1.2, *Scope*, has been revised to exclude branding services. (b) Yes. As stated in RFP Section 3.2.8, *Trends*, Contractors shall remain abreast of media buying trends and apply credible new practices, subject to the approval of Authorized Users, that may benefit New York State and their Authorized Users and drive improvements and efficiencies when spending public dollars.

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21	RFP Main Document	3.2.7 (6), Post-Buy Analysis, Billing, and Reconciliation Services	How would the reach metrics be established for executed campaigns?	The specific needs and requirements of each Authorized User will be identified in the Media Buy Request (MBR) issued by the Authorized User under the Centralized Contracts resulting from this RFP as stated in Section 3.2.9, *Media Buy Request (MBR) Process*. Pursuant to Section 4.9.11, *Media Buy Request (MBR) Approach*, a Contractor in responding to an MBR should detail, amongst other things, the campaign strategy for reaching the target audience and the measurement of reach and frequency of media placements.
22	RFP Main Document	3.2.9, *Media Buy Request (MBR) Process*	The 12-hour turnaround time on media deliverables (media schedules with details and media buy schedules) is very tight. How much flexibility is there in these deadlines?	Per Section 3.2.9, *Media Buy Request (MBR) Process,* the Authorized User has the discretion to allow the Contractors additional time to respond to the MBR.
23	RFP Main Document	3.2.9, *Media Buy Request (MBR) Process*	As one of the four contractors, can you turn down a request by Authorized User?	Yes. As stated in Section 3.2.9, *Media Buy Request (MBR) Process*, Contractors are not required to submit a response in request to an Authorized User's Media Buy Request (MBR). Section 3.2.9, *Media Buy Request (MBR) Process*, also provides that if a Contractor decides not to provide an MBR the Contractor should inform the Authorized User and provide the reason.
24	RFP Main Document	3.2.9, *Media Buy Request (MBR) Process*	Once the contractor becomes one of the four approved contractors - do those four contractors have to bid on incoming projects from Authorized Users? Or is it a matter of which contractor is needed, and the Authorized User reaches out to that individual contractor only?	No. As stated in Section 3.2.9, *Media Buy Request (MBR) Process*, Authorized Users are encouraged to obtain an MBR from all Contractors. Section 3.2.9, *Media Buy Request (MBR) Process*, also provides that if a Contractor decides not to provide an MBR, please inform the Authorized User and provide the reason.
25	RFP Main Document	4.7, *Format of Bid Submission*	Can proposals be submitted via email?	No. Pursuant to RFP Section 4.7, *Format of Bid Submission*, email or facsimile Bid submissions are unacceptable and will result in immediate disqualification.

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Inquiry Number	Solicitation Document	Section Number	Inquiry	Response
26	RFP Main Document	4.9.12, *Sample Media Buy Request*	In the media Buy Request Scenario covered in Question 4.9.12, you ask us to break out the budget with a portion being for media spend outside of NYC and a portion inside NYC. By NYC, do you mean the 5 boroughs only or do you mean the NYC DMA (Designated Market Area) which for purposes of this question would include Westchester and Long Island?	Please see revised Section 4.9.12 which defines New York City as the five boroughs of Brooklyn, Bronx, Manhattan, Queens and Staten Island.
27	RFP Main Document	4.9.12, *Sample Media Buy Request*	The media plan scenario is due with the submission in this RFP. What format can this be in? In presentation form (which is how we presented for RFP 23126) as an attachment, following a template, or just flowed into our technical response?	The sample Media Buy Request as stated in Section 4.9.12 is part of the Bidder's Technical Proposal as described in Section 4.9, *Technical Proposal*, of the RFP. The Technical Proposal as stated in the revised Section 4.9, *Technical Proposal*, shall be in either PDF or Word format.
28	RFP Main Document	4.9.12, *Sample Media Buy Request*	In the sample media plan re: banning plastic bags, we know some counties/towns in NY have already banned plastic bags. Should we factor this into our media plans, or for the sake of the exercise should we assume full state coverage?	Bidders should respond to the presented hypothetical as that is what is being evaluated.
29	RFP Main Document	5.1, *Method of Award*	In 2018 there was an oral presentation (weighted at 25% of evaluation process). Is that being excluded from this 2019 RFP?	RFP #23171 does not include an oral presentation. The sample media buy is now part of the Technical Proposal as stated in 4.9.12, *Sample Media Buy Request*.
30	RFP Main Document	6.11 IV (A) - Contract Goals	If the MBE/WBE/DBE is certified in NY but not located in NY do they count toward the 30%.	Yes, if the MWBE is a certified New York State MWBE they can be located outside of New York State and count toward the 30% participation goal.
31	Attachment 1 - *Cost Proposal*	Commission Rate _%	With the average project budget of $100K, is there a common media mix - primarily digital, traditional or percentage breakdowns, e.g. 10% digital, 20% traditional?	No, there is no common media mix. As stated in Section 3.2.9, *Media Buy Request (MBR) Process,* the specific needs and requirements of each Authorized User will be identified in the Media Buy Request (MBR) issued by the Authorized User under the Centralized Contracts resulting from this RFP. As noted in RFP Section 1.3, *Estimated Quantities*, OGS cannot provide historical data because there are no current or previous OGS centralized contracts for this service.

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32	Attachment 1 - *Cost Proposal*	Commission Rate _%	To confirm, how many stakeholders will the agencies be in contact with? If more than one person managing these, what is the average number of contacts and typical communication process?	As stated in Section 3.2.9, *Media Buy Request (MBR) Process,* the specific needs and requirements of each Authorized User will be identified in the Media Buy Request (MBR) issued by the Authorized User under the Centralized Contracts resulting from this RFP. As noted in RFP Section 1.3, *Estimated Quantities*, OGS cannot provide historical data because there are no current or previous OGS centralized contracts for this service.
33	Attachment 1 - *Cost Proposal*	Commission Rate _%	The resources needed to support various projects could require different commission fee. Can we submit a separate fee for digital versus traditional media or a sliding scale based on budget?	No, a separate fee from the commission rate cannot be submitted. Pursuant to Section 4.10, *Cost Proposal*, "The Bidder must propose only a not-to-exceed commission rate that will be billed upon net billing of the actual media purchased. The commission rate shall cover any other costs Bidder plans to bill as part of this Contract, such as travel, materials, research, equipment, overhead, profit, and labor."
34	Attachment 10 – *Quantitative Factor Credit Questionnaire*	NYS Small Business Enterprise (SBE) State	This document states, "Employs less than three hundred persons," as does Attachment 2: NYS Required Certifications. However, Attachment 5: Bidder Information Questionnaire states, "Employs one hundred or fewer persons" as a qualification to be a Small Business. Which total staff number is correct to utilize across all documents for this RFP submission to qualify as a NYS Small Business?	The Executive Law and the State Finance Law have different definitions of "Small Business". Bidders shall follow the definition provided in the applicable Attachment.