NEW YORK STATE OF OPPORTUNITY. | Office of General Services
Procurement Services

Corning Tower, Empire State Plaza, Albany, NY 12242 | https://ogs.ny.gov/procurement | customer.services@ogs.ny.gov | 518-474-6717

Bid Solicitation Update #2

Subject: Responses to Bidder Inquiries Revision to RFP Documents

DATE: July 12, 2019

RFP: 23171 **BID OPENING DATE | TIME:** July 24, 2019 | 11:00 AM EST

GROUP | TITLE: Group 79050 – Media Buying Services (Statewide)

OGS DESIGNATED CONTACTS:

Joseph Popa	CMS 1	518-473-9746	joseph.popa@ogs.ny.gov
Douglas Gordon	CMS 1	518-473-6853	douglas.gordon@ogs.ny.gov
Ruth K. Quezada	CMS 2	518-473-2801	ruth.quezada@ogs.ny.gov
Terri L. Allen	Assistant Director	518-474-7795	terri.allen@ogs.ny.gov

TO PROSPECTIVE BIDDERS:

The Office of General Services (OGS) has given careful consideration to the inquiries received regarding the Media Buying Services (Statewide) Request for Proposals # 23171 during the Inquiry Period that ended on July 3, 2019.

Answers to the inquiries can be obtained at the Procurement Services Bid Calendar https://ogs.ny.gov/procurement/bid-opportunities. All inquiries are verbatim as received by OGS except for bidder names, which have been redacted.

In addition to publishing responses to the inquiries, OGS has made revisions to the RFP document and Attachment 9 - *Minimum Qualifications*, which are being released along with the responses to the inquiries. A summary of the revisions is set forth below. The summary of revisions is provided as a convenience. The changes within the RFP (Revised July 12, 2019) and Attachment 9 – *Minimum Qualifications* are redlined. Bids submitted will be evaluated based on the revised RFP documents.

REVISIONS TO REQUEST FOR PROPOSALS (Revised July 12, 2019)

1. The RFP document has been revised to reflect the most current version where referenced.
2. The RFP document has been revised to reflect the most current version of Attachment 9 – *Minimum Qualifications.*
3. Section 1.2, *Scope*, has been revised.
4. Section 2.1 (1), *Minimum Qualifications*, has been revised.
5. Section 4.9, *Technical Proposal*, has been revised.
6. Section 4.9.12, *Sample Media Buy Request,* has been revised.

ATTACHMENT 9 – *Minimum Qualifications* (Revised July 12, 2019)

1. The "Instructions" tab has been revised.

All other terms and conditions of the RFP remain unchanged. All Bids shall be considered on the basis of this amendment.

Please be advised that the bid opening is July 24, 2019 at 11:00am.

All Solicitation updates have been posted to the OGS Bid Calendar website at:
https://ogs.ny.gov/procurement/bid-opportunities

If submitting a bid, this letter should be signed, attached to, and made a part of your Bid.

BID OF (COMPANY): _____

ADDRESS: _____

CITY, STATE, ZIP: _____

SIGNATURE OF BIDDER: _____

PRINTED COPY OF SIGNATURE: _____ DATE: _____

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Bid Solicitation Update #1

Subject: MWBE and SDVOB Interest in Participating with Bidders

DATE: July 8, 2019

Solicitation: 23171 **BID OPENING DATE | TIME:** July 24, 2019 | 11:00 AM EST

GROUP | TITLE: Group 79050 – Media Buying Services (Statewide)

OGS DESIGNATED CONTACTS:

Joseph Popa	CMS 1	518-473-9746	joseph.popa@ogs.ny.gov
Douglas Gordon	CMS 1	518-473-6853	douglas.gordon@ogs.ny.gov
Ruth K. Quezada	CMS 2	518-473-2801	ruth.quezada@ogs.ny.gov
Terri L. Allen	Assistant Director	518-474-7795	terri.allen@ogs.ny.gov

TO PROSPECTIVE BIDDERS:

In accordance with Request for Proposals 23171, Section 1.6, *MWBE and SDVOB Interest in Participating with Bidders*, the Office of General Services (OGS) has received interest from six (6) New York State certified MWBEs. Please see the information below:

1. Company Name:	**Anchor Media Services, LLC**
Contact Information:	Randall Laird Tel: 845-582-3314 Address: 17 Squadron Blvd, 4th Floor New City, NY 10956 Email: rlaird@anchormediaservices.com
Brief Description of Company and the products and/or services that the company offers that are related to this RFP:	Anchor Media Services is a certified Service-Disabled Veteran-Owned media buying agency placing video (television), audio (radio), digital (display, video, audio, programmatic, mobile) and out-of-home (digital, traditional) media for our clients. Anchor specializes in delivering extremely efficient media buys to meet and exceed our clients' marketing objectives and maximize their media budgets. Anchor prepares media buys that match our clients' unique media buying plans and our clients pre-approve all media buys prior to placement. Anchor monitors and maintains all media buys in accordance with our clients' standard reporting cadences and provides all proof-of-performance and post-buy reporting as required by our clients.
NYS Empire State Development Certification Type:	SDVOB
Locations in NYS the company provides services in:	Statewide

2. Company Name:	**Expeditionary Communicators LLC**
Contact Information:	Zack Baddorf Tel: 212-246-5530 Address: 775 Lafayette Ave #12F Brooklyn, NY 11221 Email: zack@expeditionary.us
Brief Description of Company and the products and/or services that the company offers that are related to this RFP:	Strategic Media Planning, Project Management, Video Production, Photo Production, Radio Production, Graphic Design
NYS Empire State Development Certification Type:	SDVOB
Locations in NYS the company provides services in:	Statewide

3. Company Name:	**Gilead Media & Marketing**
Contact Information:	Ebony L. Jackson Tel: 607-621-5068 Address: 13 Lockwood St Binghamton, NY 13901 Email: ebony.gileadsolutions@gmail.com
Brief Description of Company and the products and/or services that the company offers that are related to this RFP:	Gilead Solutions is a Full-Service Advertising and Marketing Development Agency, specializing in Experiential Marketing, Branding and Webpage Optimization to get you seen. Gilead Media & Marketing is an all-around solution provider to the person, LLC/LLP, Corporation or NGO that is trying to grow. Using online best practices to grow your customer base through organic sales channels and by using fair and honest internet marketing practices.
NYS Empire State Development Certification Type:	MBE WBE
Locations in NYS the company provides services in:	Statewide

4. Company Name:	**InterFaith Productions, Inc. DBA. InterFaith Film & Music Festival**
Contact Information:	LaSonya Thompson Tel: 347-915-3106 Address: 600 3rd Ave, Fl 2 New York, NY 10016 Email: info@interfaithfilmfest.com
Brief Description of Company and the products and/or services that the company offers that are related to this RFP:	Media Strategy & Media Strategy Planning - Social Media & Events)
NYS Empire State Development Certification Type:	**Pending** MBE **Pending** WBE
Locations in NYS the company provides services in:	New York City

5. Company Name:	**SparkShoppe, LTD.**
Contact Information:	Heidi Reale Tel: 518-281-7412 Address: 286 Washington Ave Ext. Suite 203 Albany, NY 12203 Email: heidi@sparkshoppe.com
Brief Description of Company and the products and/or services that the company offers that are related to this RFP:	SparkShoppe is a digital marketing firm specializing in strategy and brand experience. We are a Google Partner and our digital team members are Google Ads and Analytics certified. Additionally, we are Facebook Certified Buyers and Planners, accredited through the Facebook Blueprint Certification Program. We have direct buying relationships with Google, Facebook, LinkedIn, Pandora and other digital media companies and we work with them on a daily basis to enhance our client's digital presence.
NYS Empire State Development Certification Type:	WBE
Locations in NYS the company provides services in:	Statewide

6. Company Name:	**S & B Computer & Office Product, Inc.**
Contact Information:	Seema Nepal Tel: 518-877-9500 Cell: 518-411-8477 Address: 17 Wood Road, Suite # 700 Round Lake, NY 12151 Email: seema@sbcomputer-office.com
Brief Description of Company and the products and/or services that the company offers that are related to this RFP:	S & B Computer & Office Product, Inc. provides promotional and imprinted products.
NYS Empire State Development Certification Type:	MBE WBE
Locations in NYS the company provides services in:	Statewide

You must register with the New York State Contract Reporter (NYSCR) in order to receive notifications about this IFB. In order to receive e-mail notifications regarding updates to the content or status of a particular ad, you must choose the option “send me notification updates on this,” located in the lower right-hand corner of the particular ad. If you do not opt-in to receive notification updates regarding a particular ad, you will not receive e-mail notifications regarding updates, including e-mail notifications regarding the posting of the responses to inquiries document and updates to IFB documents.

If submitting a bid, this letter should be signed, attached to, and made a part of your bid.

BID OF (COMPANY):_____

ADDRESS:_____

CITY, STATE, ZIP:_____

SIGNATURE OF BIDDER:_____

PRINTED COPY OF SIGNATURE:_____ DATE:_____

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