



DATE: September 23, 2016

TO: All Prospective Proposers

FROM: Beth Kirk
Assistant Director, Goods and Non-Technology Services
301-985-7618

RE: RFP 91443 – On-Call Creative Marketing Services - Rebid
Addendum #2 dated 09/23/2016

As a result of questions received, the following amends the above referenced RFP documents. Receipt of this addendum is to be acknowledged by completing and sending back the enclosed "Acknowledgement of Receipt of Addenda Form".

Note: The Due Date for Questions was September 2, 2016, by 4:00 P.M. EDT. The Proposal Due date was September 20, 2016, by 4:00 P.M. EDT.

A. Questions and Responses:

1. What language, location and military versions are expected per creative deliverable? (160+ locations, 20 countries, etc.)

All materials are English language and few are location-specific.

2. The lead time is 10 days for the Digital Announcements; can you clarify what they are in terms of scope?

This is typically a web site banner for the carousel.

3. What are MACs? It's referenced twice: Event Registration and Shortcut URL.

A MAC is a unique identification code that enables tracking.

4. For the Landing Page-Editorial design review only, please clarify if the scope is to create a new design with content only; no development/programming is needed?

This is strictly a need for editorial review.

5. For the Landing Page-Update to existing, please clarify if the scope is to update an existing page with content; no development/programming is needed?

Confirmed. No development/programming is needed.

6. Do the lead times provided include a UMUC review/approval process? What is the review/approval process?

These times include a UMUC Marketing Team review. Approvals are required before the work is shared with the UMUC requester and before the work is published.

B. Proposal Modifications:

In consideration that the responses to the questions included in this Addendum Two are issued after the Proposal Due Date, proposal modifications will be accepted for only Proposals that were submitted to UMUC on or before September 20, 2016.

Proposers wishing to modify your firms' initial proposal are to inform UMUC by September 26, 2016, 2:00 P.M. EDT. Modifications are to be provided to UMUC, no later than September 27, 2016, 4:00 P.M. EDT (the "Modification Due Date"). Modifications received after the Modification Due Date shall not be accepted. If no modifications are received, UMUC shall evaluate the Proposer's initial proposal.

End of Addendum Two dated 09-23-2016

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

RFP NO.: 91443

TECHNICAL PROPOSAL DUE DATE:

September 20, 2016, by 4:00 P.M. EDT

RFP FOR: On-Call Creative Marketing Services

NAME OF PROPOSER: _____

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. 1 dated 09-06-2016

Addendum No. 2 dated 09-23-2016

Addendum No. dated

Addendum No. dated

Addendum No. dated

As stated in the RFP documents, this form was included in our Technical Proposal.

Signature

Name Printed

Title

Date

END OF FORM