

BID BOARD NOTICE

PROCUREMENT ID NUMBER: FHA-S1000

ISSUE DATE: November 14, 2011

TITLE: Media Campaign to Increase Awareness about the Dangers of Youth Cigar Use Bulletin Billboard (14'X 48') Placement – Baltimore/Washington (Jones Falls Expressway and Interstate 95)

**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL
PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

Summary Statement

The Center for Health Promotion, Education and Tobacco Use Prevention (hereafter referred to as CHP) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting bids to place print ads on 14'X 48' Bulletin billboards in the Baltimore/Washington Metropolitan area for four (4) weeks to promote a campaign to increase awareness about the dangers of youth cigar use.

Although underage youth cigarette use has declined over the past 10 years, cigar use among this population has increased since 2000. Exposing the dangers of cigars and other tobacco products, along with the manipulative tactics of the tobacco industry to sell these products to youth, will aid in shifting the social-norm environment towards non-tobacco use. In an effort to decrease the access of these products to underage youth, and encourage those especially vulnerable in lower socio-economic (SES) populations to either quit using the products or never start, CHP is implementing an educational media campaign to increase awareness that these products are deceptively marketed, and are as addictive and toxic as cigarettes.

CHP wants to further campaign messaging by placing ads on billboards that will be viewed from major interstates in the Baltimore/Washington Metropolitan area – specifically the Jones Falls Expressway and Interstate 95. The target audiences for the ads are adults age 25 and older who are parents with children between the ages of 10-20, statewide decision-makers and community stakeholders.

Funds for this contract are available through a federal award received by the Department of Health and Mental Hygiene through the 2009 American Recovery and Reinvestment Act (ARRA) stimulus program, and are contingent upon continued federal support for this promotion.

Scope of Service

The selected Contractor will provide the following:

- A. One (1) billboard shall be placed on the Jones Falls Expressway (Route 83). Billboards shall be stationary, non-digital, illuminated, “Bulletin” billboards, 14’x48’ in size. Placement shall maximize viewership of the target audience.
- B. Two (2) billboards shall be placed on Interstate 95, one (1) Northbound and one (1) Southbound, between Baltimore City and the Washington DC beltway (Route 495). Billboards shall be stationary, non-digital, illuminated, “Bulletin” billboards, 14’x48’ in size. Placement shall maximize viewership of the target audience.
- C. All billboards shall be placed for four (4) weeks, beginning December 19, 2011 and ending on January 15, 2012.
- D. Billboards must be authenticated by the Traffic Audit Bureau. The billboards placed shall *meet or exceed* the following weekly “Eyes On Impressions” (EOI) ratings:
 - a. Jones Falls Expressway (Route 83): a *minimum* of 275,000 weekly EOI.
 - b. Interstate 95 (between Baltimore City and Route 495): a *minimum* of 450,000 weekly EOI (in each direction).
- E. The selected Contractor shall provide a summary report at the close of the campaign, demonstrating implementation of the campaign, with representative samples of the media placement. In addition, the summary report will describe campaign reach, “Eyes On Impressions”, Gross Rating Points, and any additional measures to demonstrate campaign effectiveness. The summary report is due no later than **January 27, 2012**.
- F. The selected Contractor shall provide jobs reports for the contract term, in the format as described in the ARRA Funds Jobs Reporting attachment, due as follows:
 - Job hours for the month of November shall be submitted no later than **December 8, 2011**.
 - Job hours for the month of December shall be submitted no later than **January 8, 2012**.
 - Job hours for the month of January shall be submitted no later than **January 27, 2012**.

BID SUBMISSION INFORMATION

Interested parties should submit bids using the attached “Bid Form”. The final bid must include ALL final costs (printing, installation, removal, etc.).

Award

An award will be made on the basis of the most advantageous offer to the State of Maryland considering lowest price and that requirements listed in the Scope of Service are met. *Bids exceeding \$25,000 will not be accepted.*

Contract Term

The term of this contract shall be on or about November 22, 2011 through January 31, 2012.

Billing

Payment will be made by CHP upon receipt of acceptable deliverables and invoices from the Contractor. The selected Offeror shall bill the Department 50% upon receipt of the contract. The remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice and summary report from the selected vendor. **Invoices must be on company letterhead and include vendor’s name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, ARRA information, and signature in order to be processed.**

SUBMISSION DEADLINE

Bids must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 10:00 a.m. on November 22, 2011** in order to be considered. Submission envelope must show the Procurement ID number.

Bidders who hand deliver bids are requested to please ask the building’s security desk to telephone the **Procurement Officer**.

Bidders who mail bids should allow sufficient mail transit time to ensure timely receipt by the **Procurement Officer**. Bids and/or unsolicited amendments to bids arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the bidder must confirm, at least 60 minutes before the deadline, that the bids were received in FHA Procurement. FHA is not responsible for bids dropped off in the mailroom. Questions regarding this solicitation should be directed to the **Procurement Officer**.

PROCUREMENT OFFICER:

Vern Shird
Family Health Administration
201 West Preston Street Room 306
Baltimore, MD 21201
Phone: 410-767-5555
Fax: 410-333-7106
Email: vshird@dhmh.state.md.us

ISSUING OFFICE:

Dana Moncrief
Center for Health Promotion, Education and
Tobacco Use Prevention
201 West Preston Street
Baltimore, MD 21201
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Fax: 410-333-7903

MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO RESPOND TO THIS SOLICITATION.

Bid Form

**PROCUREMENT
I.D. NUMBER: FHA-S1000**

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Expressway and Interstate 95)**

A) Offeror Information:

Vendor Name: _____

Federal Tax ID (FEIN#): _____

Contact Person: _____

Address: _____

Telephone#: _____

Email/Fax#: _____

B) Expected Weekly “Eyes On Impressions” ratings: Total: _____
Route 83: _____
Route 95 (NB): _____
Route 95 (SB): _____

C) Total cost of Bulletin billboard placement: \$ _____
**Costs exceeding \$25,000 will be rejected.*

Signature **Date**
Vendor signature and date certifies that bid submission is correct and that vendor agrees to perform all services stated in BBN
FHA-S1000.