

# BID BOARD NOTICE

**PROCUREMENT ID NUMBER: FHA-S1002**

**ISSUE DATE: November 15, 2011**

**TITLE: Maryland Tobacco Control Program – Dangers of Youth Cigar Use Radio Ad Placement – Baltimore Metropolitan Area**

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

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This solicitation has been designated as a **Small Business Reserve (SBR)**; only registered SBRs may respond. Please apply at <https://www.smallbusinessreserve.maryland.gov/> to see if your business qualifies. Failure to supply your SBR number on the Bid Form will deem you as non-responsive. This solicitation is open to radio stations and organizations that have professional relationships with radio stations; however, vendors must be an SBR to respond to this solicitation.

## **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 radio station ad placement 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 airing existing (:30s) and (:60s) radio PSAs. The target audiences for the ads are parents with children between the ages of 10-20, statewide decision-makers and community stakeholders. The radio ad includes an announcer who reads 'Disturbing Facts' about cigar use. The ads will complement other media campaign components. Radio ads that are ready to air will be provided to the contracted vendor upon award. Thirty and sixty second versions of each spot are available, with the (:30s) spot being an abbreviated version of the (:60s) spot.

Funds for this promotion are available through a cooperative agreement between DHMH and the federal Office on Smoking and Health (OSH), Centers for Disease Control and Prevention (CDC), and are contingent upon continued federal support for this promotion. *Funds may not be used to finance tobacco use cessation (counseling or products) or to finance lobbying for legislation.* Proposals equal to \$20,000 will be considered.

### **Background**

Maryland (MD) has achieved great successes in the tobacco control arena. Those most recent include an increase on the cigarette excise tax to \$2.00 in January 2008 and implementation of the Clean Indoor Air Act in February 2008, eliminating smoking in virtually all indoor public places, including bars and restaurants. Due to its comprehensive statewide programming, MD has seen a decrease in underage high school youth cigarette smoking from 2000 to 2010 (23% to 14%). In light of these successes, Maryland data (2010)\* show that of underage high school youth using tobacco, over half are smoking cigars. Youth use of cigar products is now virtually equivalent to youth cigarette use, and a large majority of youth cigar smokers are smoking *flavored* cigar products. Youth primarily smoke small cigars/cigarillos and/or little cigars (“brown cigarettes”) that are often sold singly, at lower tax rates than cigarettes, and are offered in fruit, candy, and alcohol flavors making them affordable, attainable, and attractive to youth. Many also erroneously believe that cigars are less harmful than cigarettes.

The Baltimore Metropolitan area includes some of the larger more populated and diverse counties and cities in Maryland. Data has shown that cigar use is higher among African American and Hispanic youth in Maryland. Placing ads in this metropolitan area will reach a large segment of the target audience and will ensure messaging is reaching populations using cigar products at a higher rate.

Mass media constitutes a powerful tool through which timely and critical health-related messaging may be presented. Radio remains a popular media outlet that can reach a large number of people – multiple times – within a geographic region. Thus, radio media represents a great opportunity for public health professionals to promote health messaging. By targeting the Baltimore Metropolitan Area, CHP expects to motivate residents to take action to curb the use of these deceptive and deadly products.

### **Scope of Work**

The selected Offeror shall:

- A. Provide a work plan outlining the sponsorship that includes the specific timeline of the placement of each PSA.
- B. Provide a schedule including days and times of where and when the PSAs will air, focusing on times of high listenership. The majority of listenership for selected channels shall be concentrated in the Baltimore Metropolitan Area, and most frequented by the target

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\* 2010 Maryland Youth Tobacco Survey. Release expected November 2011.

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- C. Place the radio ads as per the approved placement schedule.
- D. Provide a report of when the PSAs actually aired—due within five (5) days of the final ad airtime. The report shall also confirm the reach and frequency of the ads.
- E. Provide at least one additional value-added component – E.g., bonus buys, news story, interviews, affiliate coverage, web banner placement on affiliated station website, etc. – in which campaign messaging can be further promoted.

**Proposal Submissions**

The Offeror shall complete the attached Bid Form (page 6) and send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than five (5) pages (this excludes budget, budget narrative, and any attachments regarding station reach and listenership). One original and three (3) copies should be mailed or hand-delivered to the Procurement Officer.

**Technical proposals shall include:**

- A. Background Information:
  - 1. Organization Name
  - 2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
  - 3. The Offeror's federal identification number.
  - 4. Small Business Reserve Number
- B. The Offeror's experience with radio media buys in the targeted region.
- C. The proposed stations on which the PSAs will air, including the geographic coverage, listener profile, radio format, and reach of the stations. The Offeror shall identify why the particular stations capture the Department's target audience (parents of youth ages 10-20, statewide decision-makers, and community stakeholders).
- D. A work plan outlining the sponsorship opportunity that includes a specific timeline of the placement of the PSAs and added bonus components.
- E. The Offeror shall submit a media buying schedule that maximizes listenership (reach and frequency needed to increase the likelihood that the target audience will hear the ads, understand the messaging, and take action). The schedule shall reflect at what times the PSAs will be aired and on what stations. Airtime will be for four (4) weeks anticipated to be from December 19, 2011 through January 15, 2012.
- F. The Offeror shall identify the total number of times and during which dayparts by station that the (:30s) and (:60s) PSAs shall be aired during the four (4) week period. Dayparts shall be defined as: morning drive (5AM-10AM), mid-day (10AM-3PM), afternoon drive (3PM-7PM), evenings (7PM-12AM), nights (12AM-5AM), and weekends (Saturday &

Sunday 10AM-7PM). Average station listenership for each daypart shall also be provided. Offeror shall recommend to the Department the most advantageous combination of airtime and stations for the (:30s) and (:60s) PSAs to reach the target audiences. *At least 50%* of the spots aired shall be (:60s) versions and the Offeror shall use their expertise in providing a recommendation and rationale to the Department for the allocation of the remaining 50% of spots.

- G. The Offeror shall discuss all value-added components – E.g., bonus buys, news stories, interviews, affiliate coverage, web banner placement on affiliated station website, etc. – offered to the Department above and beyond the spots purchased. **Please include dollar amount of the value-added item(s).** Any materials developed as a result of the added-value component, will become the property of the Department in appropriate file formats for view and future use by the Department.
- H. Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated. If the Offeror is receiving other funding for tobacco control efforts, please describe how this funding is being used and the source of the funding.
- I. Offerors shall submit a completed Bid Form (page 6).

### **Award**

An award will be made on the basis of the most advantageous offer to the State of Maryland considering price and the evaluation criteria found in this solicitation.

### **Evaluation Criteria of Proposal**

The State will evaluate proposals based on the following evaluation criteria of equal importance.

- A. How experienced is the Offeror in providing media buys in the region?
- B. How clear and relevant is the Offeror's described listener profile and how well do the stations suggested by the Offeror capture the Department's target audience?
- C. Is the Offeror's work plan timeline realistic for placement?
- D. How clear is the Offeror's schedule of when the PSAs shall air and are the proposed times and justification sufficient to reach the target audiences with maximum listenership (reach and at the frequency necessary for the audiences to process the information)?
- E. How well does the Offeror's proposal provide airtime and number of spots that will maximize State resources and listenership?
- F. How strong is the Offeror's value-added component(s)?
- G. Does the Offeror have any conflicts of interest?

### **Contract Term**

The term of this contract shall be on or about December 9, 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, and signature in order to be processed.**

**BID SUBMISSION INFORMATION**

Interested parties should submit bids using the attached "Bid Form" as a cover sheet; see page 6.

**SUBMISSION DEADLINE**

Bids must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 10:30 a.m. on November 30, 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:**

Michael Trombetta  
Family Health Administration  
201 West Preston Street Room 306  
Baltimore, MD 21201  
Phone: 410-767-5039  
Fax: 410-333-7106  
Email: [vshird@dhmh.state.md.us](mailto: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  
Phone: 410-767-2920  
Fax: 410-333-7903

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

**Bid Form**

**PROCUREMENT  
I.D. NUMBER: FHA-S1002**

**ISSUE DATE: November 15, 2011**

**TITLE: Maryland Tobacco Control Program – Dangers of Youth Cigar Use Radio  
Ad Placement – Baltimore Metropolitan Area**

**A. Offeror Information:**

Vendor Name: \_\_\_\_\_

Federal Tax ID (FEIN#): \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone#: \_\_\_\_\_

Email/Fax#: \_\_\_\_\_

SBR Number: \_\_\_\_\_

**B) Total number of the target population expected to be reached \_\_\_\_\_**

**C) Submit and attach a specific proposal based on a guarantee of the proposed number of times that the radio PSA “Disturbing Facts” shall be aired in a four (4) week timeframe (anticipated air time: from December 19, 2011 – January 15, 2012).**

**D) Total number of times that the (:30s) PSA shall be aired: \_\_\_\_\_**

**Total number of times that the (:60s) PSA shall be aired: \_\_\_\_\_**

**E) Total cost\* of all radio sponsorship \$ \_\_\_\_\_**

*\*Total Cost must equal to \$20,000*

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**Signature**

**Date**

Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in BBN FHA-S1002XX.