

Amendment for FHA-S1003:

The Maryland Cancer Fund Donation Promotion Central Maryland Region Advertising 2012

Under “Evaluation Criteria of Proposal”,

The State will evaluate proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. How clear and relevant is the offeror’s described listener/viewer/reader profile and how well does the venue capture the Department’s target audience?
- B. Is the offeror’s work plan timeline realistic for approval and placement?
- C. How clear is the offeror’s schedule of when the MCF messaging shall air/appear and are the proposed times sufficient to reach the intended audiences with maximum viewership/readership?
- D. How well does the offeror’s proposal provide airtime/viewtime and do the numbers of appearances/airtime maximize State resources?
- E. How strong is the offeror’s proposed value-added component?
- F. Does the offeror have any conflicts of interest?

Is replaced with,

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- B. Is the offeror’s work plan timeline realistic for approval and placement?
- C. How clear is the offeror’s schedule of when the MCF messaging shall air/appear and are the proposed times sufficient to reach the intended audiences with maximum viewership/readership?
- D. How well does the offeror’s proposal provide airtime/viewtime and do the numbers of appearances/airtime maximize State resources?
- E. Do the samples of previously produced web/print advertisements submitted provide evidence of quality and professional work?
- F. Does the offeror provide a clear and rational Budget Proposal and Narrative that comply with proposed activities within the Technical Proposal?
- G. How strong is the offeror’s proposed value-added component?
- H. Does the offeror have any conflicts of interest?

Please acknowledge receipt of this amendment by signing and dating below:

Name _____ Date: _____

Please return this sheet with your proposal.