

# BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1237

ISSUE DATE: January 16, 2013

**TITLE: Maryland's Tobacco Quitline – TV Station Sponsorship-  
Baltimore Metropolitan Region**

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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://ebidmarketplace.com/> to begin the process, and then follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR number on the bid page.**

## **Summary Statement**

The Center for Tobacco Prevention and Control (hereafter referred to as CTPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting TV station ad placement for four (4) weeks to promote the Maryland Tobacco Quitline – 1-800-QUIT NOW (1-800-784-8669), a FREE service provided by DHMH that launched in June 2006. The Quitline provides telephone-based counseling to Maryland residents who are 13 years of age and older who are interested in quitting smoking. The Quitline is available seven days a week, 24 hours per day, and services are available in English, Spanish and additional languages by request. The Quitline provides up to four weeks of Nicotine Replacement Therapy (patch or gum) as supplies last. If desired, callers can also be referred to their Local Health Department for cessation classes, in person counseling, and, upon qualification, free medications. The Quitline also provides information to non-smokers to assist family members and friends through their quit process. The Quitline now offers a web based program at <https://www.quitnow.net/maryland/> as well as text support.

CTPC would like to promote the enhanced Quitline service on **network** television stations by airing existing ads of real Marylanders, Renee, Jeffery, Sheilah, and Robin, who have already quit smoking using the Maryland Tobacco Quitline. Ads can be seen at [www.smokingstopshere.com](http://www.smokingstopshere.com). The ads are currently in .mov file format. CTPC would like to run the ads for four (4) weeks to reach out to Maryland Residents ages 18-49 in the Baltimore Metropolitan Region.

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.*

### **Background**

Tobacco use remains Maryland's leading cause of preventable deaths, killing an estimated 6,800 people each year with almost 150,000 additional adults suffering daily from one or more diseases caused by cigarette smoking alone. These numbers do not include those who become sick or die as a result of smoking cigars, using other tobacco products, or from exposure to secondhand smoke.

The annual cost of treating cancers and diseases caused by cigarette smoking alone was estimated to be \$2.2 billion in Maryland in 2004 and will likely increase to between \$3.5– \$5.0 billion annually by 2015. The human and economic toll that smoking and tobacco use exacts from Maryland residents, the Maryland economy, and the Maryland budget, can be reduced through a long-term sustained effort to reduce the use of tobacco products in this State. The cost of treating disease caused by cigarette smoking inflates the tax burden on the average Maryland household by an estimated \$622 every year.

Over 600,000 adult Marylanders are current smokers. The vast majority of these smokers want to completely quit smoking. Tobacco products are highly addictive. Please see Legislative report for additional background at: [http://crf.maryland.gov/pdf/2009crf\\_biennial\\_tobacco\\_legis\\_rpt.pdf](http://crf.maryland.gov/pdf/2009crf_biennial_tobacco_legis_rpt.pdf)

Secondhand tobacco smoke contains at least 250 chemicals that are known to be toxic or carcinogenic, and nonsmokers' exposure to secondhand smoke. Even brief exposures to relatively small concentrations of secondhand smoke can cause large increases in the risk of heart disease. Secondhand smoke also increases risks for cancer and many other health problems including thousands of cases of bronchitis, pneumonia, inner ear infection, and asthma in Maryland infants and children.

Mass media constitutes a powerful tool through which messages on health promoting habits and lifestyles may be presented. Television remains a popular media outlet that can reach a large number of people within a geographic region. Over 25% of Maryland adult smokers reported television as their main media source for information about quitting tobacco use, and TV media tends to be extremely effective in motivating residents to call the Quitline.

### **Scope of Work**

The selected offeror shall:

- A. Provide a work plan outlining the sponsorship opportunity that includes a specific timeline of re-tagging and placement of the ads. CTPC will provide the Quitline and required DHMH logo and other mandatory tags or disclaimers as needed to be placed on ads.

- B. Re-tag and format ads: Renee, Jeffery, Sheilah, and Robin for TV quality broadcast. Vendor must be able to deliver a draft of ad(s) within five days of contract award to allow for review, edits, and approval by the CTPC.
- C. Provide a schedule including **network** station(s), days, and times of where and when the spot would air on the network, focusing on times of high viewership. Provide rationale for station(s) and schedule selected.
- D. Air promotional ad(s) and/or other proposed media.
- E. Provide a report of when media actually occurred due within five days of final ad airtime.
- F. Provide a summary report at the conclusion of the sponsorship highlighting sponsorship details.
- G. All cost associated for re-tagging and placing spots shall be included in financial proposal.
- H. Provide at least one value added component (community event, news story, etc.) in which the Quitline can be promoted.

### **Mandatory Requirements**

This solicitation has been designated as a Small Business Reserve (SBR). You must be registered as an SBR in order to submit a proposal. Failure to supply your SBR number on the Budget Proposal Form will deem you as non-responsive.

### **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 six (6) pages (this excludes budget, budget narrative, and any attachments regarding station reach and viewership). 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 small business reserve number and federal identification number.
- B. The offeror's experience with television media buys in the targeted region.
- C. The offeror shall submit a work plan that includes a timeline for re-tagging and placement of TV PSAs. The work plan shall also include the number and length of all of the ads the offeror will use and re-tag.

- D. The offeror shall submit a media schedule that reflects at what times the ads shall be aired and on what station(s) for the four (4) week period of March 4, 2013 through March 28, 2013.
- E. The offeror shall provide the viewer profile of station(s) selected (including the counties where the spots will air) and provide rationale for the particular station(s) and schedules as to how they will capture the Department's target audience.
- F. The offeror shall identify the total number of ads that shall be aired during the four week period.
- G. The offeror shall describe promotional added value (i.e. community event, news story, etc., as well as additional spots, if applicable) and include the actual dollar amounts that will be offered to the State.
- 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 page.

### **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. These are listed in descending order of importance.

- A. How experienced is the offeror in providing media buys in the region?
- B. Does the offeror's proposal provide a work plan that includes a realistic timeline for re-tagging and placement of the TV ads?
- C. Does the offeror's proposal provide a work plan that includes the number and length of all ads the offeror shall re-tag?
- D. Does the offeror's proposal provide a clear schedule and rationale of when the ads shall run, provide a clear audience profile that identifies the station(s) selected, and are the proposed times sufficient to reach the Department's target audiences?
- E. Does the offeror's proposal provide number of ads that will maximize State resources?
- F. How strong is the offeror's value-added component?
- G. Does the offeror have any conflicts of interest?

### **Contract Term**

The term of this contract shall be on or about March 1, 2013 through March 31, 2013.

## **Billing**

Payment will be made by CTPC 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**

Interested parties should submit bids using the attached "Bid Form". The final bid must include ALL final costs (website conversion, periodic updates to the website, training for CTPC staff, etc.). Bids must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 10:00 a.m. on January 25, 2013** 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 PHPA Procurement. PHPA is not responsible for bids dropped off in the mailroom. Questions regarding this solicitation should be directed to the **Procurement Officer**.

## **FAX OR EMAIL BIDS WILL NOT BE ACCEPTED.**

### **PROCUREMENT OFFICER:**

Michael Trombetta  
Family Health Administration  
201 West Preston Street Room 306  
Baltimore, MD 21201  
Phone: 410-767-5039  
Email: Michael.trombetta@maryland.gov

### **ISSUING OFFICE:**

Center for Tobacco Prevention and Control  
(Attn: Sara Wolfe)  
201 West Preston Street  
Baltimore, MD 21201  
Phone: 410-767-1364

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

## **Bid Form**

**PROCUREMENT I.D. NUMBER: PHPA-S1237**

**ISSUE DATE: January 16, 2013**

**TITLE: Maryland's Tobacco Quitline – TV Station Sponsorship- Baltimore Metropolitan Region**

**A. Offeror Information:**

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

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

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

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

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

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

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

**B) Submit and attach a specific proposal based on a guarantee of the proposed number of times that the created television PSAs shall be aired in a four (4) week timeframe (anticipated air time: from March 4, 2013 through March 28, 2013).**

**C) The proposed TV Station \_\_\_\_\_**

**D) Total number of ads that shall be produced: \_\_\_\_\_**

**E) Total number of times that the ads shall be aired: \_\_\_\_\_**

**Total cost\* of all TV sponsorship \$25,000**

*\*Total Cost shall equal \$25,000*

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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 RFP PHPA-S1237.**