

# BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1458

ISSUE DATE: February 18, 2014

**TITLE:** *Radio Media Buy and Placement to Increase Awareness of the Dangers of Youth Cigar Use – Baltimore Metropolitan Area*

**PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING YOUR PROPOSAL**

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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://emaryland.buyspeed.com/bs/> 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 Form.**

## **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 for a four (4) week media buy and placement on radio station(s) in the Baltimore Metropolitan Area for an existing health communications campaign to increase awareness about the dangers of youth cigar use.

A single contract will be awarded to the Offeror that best meets the needs of the evaluation criteria. The anticipated term of the contract resulting from this solicitation will begin *on or about* March 14, 2014 through May 15, 2014.

Funds for this promotion are available through a cooperative agreement between DHMH and 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 must equal \$22,000.**

## **Background**

According to the 2010 Maryland Youth Tobacco Survey, youth cigarette use has decreased by 40% from 2000 to 2010 compared to an increase in youth cigar use by 11% during that same time frame. Cigarette and cigar use rates among underage youth are now virtually equivalent. In order to address this disturbing trend, CTPC launched a health education communications campaign in 2011 – *The Cigar Trap*. This campaign aimed at increasing the awareness of

parents of the dangers of youth cigar use. The campaign intended to dispel myths about cigar use to show that cigar products are NOT a safer alternative to cigarettes; cigars DO contain the same cancer-causing chemicals as cigarettes; cigars ARE just as addictive as cigarettes; and youth ARE using these products – specifically little cigars and cigarillos. The campaign messaging revealed that cigars are affordable, attractive and attainable to youth as they are available in a myriad of seemingly harmless fruit and candy flavorings such as grape, cherry, peach, and chocolate. Sweet flavorings mask the harshness of tobacco and make the products more enticing. Little cigars and cigarillos are accessible and can be sold individually, making them as affordable as a candy bar or ice cream cone. Information about the campaign may be found at [www.TheCigarTrap.com](http://www.TheCigarTrap.com).

Mass-reach health communication interventions are a best practice approach to preventing the initiation of youth tobacco use. Radio remains a cost-effective media outlet through which timely and critical health-related messaging may be presented, reaching a large number of people within a geographic region. Incorporating radio media into an overall health communications campaign will help to expand the reach of messaging. Radio media provides a great opportunity to increase awareness about the dangers of youth cigar use.

CTPC wants to further campaign messaging by airing radio ads that will complement other health communication components. The target audience for the ads is parents with children between the ages of 10-20. Ads will be available in (:60s) and (:30s) versions, with the (:30s) spot being an abbreviated version of the (:60s) spot. The radio ad includes an announcer who reads ‘Disturbing Facts’ in English about youth cigar use. Radio ads that are ready to air will be provided to the selected Offeror upon award in broadcast-ready formats. Ads in English shall be placed as part of this solicitation.

The Baltimore Metropolitan Area includes some of the larger more populated and diverse counties and cities in Maryland. Placing ads in this metropolitan area will reach a large segment of the target audience and will ensure messaging reaches populations using cigar products at higher rates.

### **Scope of Work**

The selected Offeror shall:

- A. Provide a work plan outlining the radio media buy and placement that includes a specific timeline of placement for all ads and added value components.
- B. Provide a schedule including days and times of where and when the media will air, focusing on times of high listenership, paying close attention to the target population – parents of youth ages 10-20 years old. Placement shall maximize reach in Maryland counties of this region. Provide rationale for station(s) and schedule selected. Ads will be provided to the selected Offeror upon award in a broadcast-ready format.
- C. Place the radio ads as per the approved placement schedule and work plan.
- D. Provide a report of when media actually occurred due within five days of final ad airtime.

- E. Provide at least one additional value-added component – E.g., bonus buys, interviews, web banner placement on affiliated station website, etc. – in which campaign messaging can be further promoted.
- F. Provide a summary report providing details of the contract deliverables, including final air times; any deviations, modifications, and/or ‘make goods’ from the original placement schedule and work plan; reach and frequency data; and description of added value components, due no later than May 15, 2014.

### **Ownership and Rights of Materials**

Work produced as a result of this solicitation is and shall remain the sole property of the Department. The selected Offeror agrees that, at all times during the term of this contract and thereafter, the works created and services performed shall be “works made for hire” as that term is interpreted under the federal copyright law. **All materials developed will remain the property of the State of Maryland. All related fees must be included in the final bid price.**

If any additional media is developed, final products must be available for the perpetual use of the Department for future campaigns at no additional cost. If talent is used, all talent fees and other related costs must be bought out for the indefinite use by the Department. Signed contracts and proof of talent buy-out must be provided to the Department to keep on file. The selected Offeror shall provide all material files in formats deemed necessary by the Department.

### **Mandatory Requirements**

This solicitation has been designated as a Small Business Reserve (SBR). Selected Offerors **must** be registered as an SBR in order to submit a proposal.

Selected Offerors may not currently work with or have a history of working with the tobacco industry.

### **Proposal Submissions**

The Offeror shall complete the attached Bid Form (page 7) 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 organizational capabilities). 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 radio media buys in the targeted region; a minimum of two (2) letters of recommendation must be submitted from other agencies with whom the Offeror has collaborated or from former or current clients.
- C. The Offeror shall submit a work plan that includes a timeline for placement of radio ads and added value components.
- D. The Offeror shall submit a media schedule that reflects the total number and length of ads that shall be aired, at what times the ads shall be aired and on what station(s) for a four (4) week period *on or about* March 24, 2014 through April 20, 2014, paying close attention to the target population – parents of youth ages 10-20 years old. The Offeror shall provide the most advantageous combination of air time for (:60s) and (:30s) ads.
- E. The Offeror shall provide the listener profile of station(s) selected, including a breakdown of 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 and maximize reach in this region of Maryland.
- F. The Offeror shall describe promotional added value – E.g., bonus buys, interviews, web banner placement on affiliated station website, etc. – and include the actual dollar amounts that will be offered to the State.
- G. 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.
- H. Offerors shall submit a completed Bid Form (page 7), and provide a separate line item budget and narrative (Attachment A).

### **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 radio buys in the region?
- B. How strong are the letters of recommendation?
- C. Does the Offeror's proposal provide a work plan that includes a realistic timeline for placement of the radio ads and added value components?

- 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 and stations sufficient to reach the Department's target audience in this region?
- 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?
- H. Does the Offeror provide a clear and rational budget and budget narrative that is all inclusive of proposed services?

### **Contract Term**

The term of this contract shall be on or about March 14, 2014 through May 15, 2014.

### **Billing**

Payment will be made by CTPC upon receipt of acceptable deliverables and invoices from the selected Offeror. 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 7. The final bid must include ALL final costs for completing the project.**

### **SUBMISSION DEADLINE**

Bids must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 2:00 p.m. on March 5, 2014** in order to be considered. Submission envelope must show the Procurement ID number. **Only one bid per envelope.**

Bidders who hand-deliver proposals are requested to please ask the building's security desk for a visiting pass and go to the third (3<sup>rd</sup>) floor, room 306 and ask for Michael Trombetta. \*NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders that have a courier deliver proposals are requested to please ask the building's security desk to telephone the PROCUREMENT OFFICER (Michael Trombetta, 410-767-5039). \*NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders who mail proposals should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Proposals and/or unsolicited amendments to proposals arriving

after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the offers must confirm, at least 60 minutes before the deadline, that the proposals were received in PHPA Procurement. **PHPA is not responsible for proposals dropped off in the mailroom.** Questions regarding this solicitation should be directed (**By e-mail only**, no phone call will be accepted) to the PROCUREMENT OFFICER.

**NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.**

**PROCUREMENT OFFICER:**

**Michael J. Trombetta**  
Agency Procurement Specialist II  
201 W. Preston Street  
Baltimore, Maryland 21201  
Voice: [410-767-5039](tel:410-767-5039)  
[michael.trombetta@maryland.gov](mailto:michael.trombetta@maryland.gov)

**ISSUING OFFICE:**

**Dana Moncrief**  
Chief, Statewide Public Health Initiatives  
Center for Tobacco Prevention and Control  
201 West Preston Street  
Baltimore, MD 21201  
Phone: 410-767-5316

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

**Bid Form**

**PROCUREMENT**

**I.D. NUMBER: PHPA-S1458**

**ISSUE DATE: February 18, 2014**

**TITLE: *Radio Media Buy and Placement to Increase Awareness of the Dangers of Youth Cigar Use – 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. Total number of (:30s) ads that shall be aired:** \_\_\_\_\_

**Total number of (:60s) ads that shall be aired:** \_\_\_\_\_

**D. Total cost of contract must equal \$22,000 (excluding added value components)**

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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 PHPA-S1458.

Attachment A

Department of Health and Mental Hygiene Line Item Budget\*

Budget Period from \_\_\_\_\_ to \_\_\_\_\_

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Other direct costs (media placement, etc. please explain)	
Total DIRECT Costs	
Indirect Cost <sup>1</sup>	
<b>TOTAL COST</b>	<b>\$22,000</b>

TITLE OF PROJECT: \_\_\_\_\_

AGENCY NAME: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

FEDERAL IDENTIFICATION NUMBER: \_\_\_\_\_

\* Include Budget Narrative on a separate page.

<sup>1</sup> Indirect cost may not exceed 7% of personnel in item 1.