

Bid Board Notice

PROCUREMENT ID NUMBER: FHA-S1109

ISSUE DATE: JUNE 15, 2012

TITLE: Maryland Department of Health and Mental Hygiene, Office of the Maryland WIC Program

Maryland WIC Program – Radio Station Sponsorship- **Baltimore Metropolitan Region**

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

Small Business Reserve

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. SBR registration has been integrated into the eMM system.

e-Maryland Marketplace (eMM)

eMM is an electronic commerce portal administered by the Maryland Department of General Services. Questions and Department responses, addenda, and other solicitation related information will be provided via eMM. Registration is free. Go to <https://ebidmarketplace.com/> and click on “Registration” to begin the process then follow the prompts. For assistance in the registration process, please call 410-767-1492.

Each Offeror/Bidder must indicate their eMaryland Marketplace (eMM) vendor number on the bid sheet submitted at the time of their response to a solicitation. The eMM vendor number is not the same as the eMM solicitation number. The vendor number is a unique number given to each vendor once the eMM registration process is complete.

Summary Statement

The Office of the Maryland WIC Program is the designated State Agency for Maryland and responsible for the statewide administration of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). WIC is a federally funded program administered at the federal level by the Food and Nutrition Services (FNS), United States Department of Agriculture (USDA).

The purpose of the WIC program is to provide supplemental foods and nutrition education through Local Agencies at no cost to eligible persons. The WIC Program serves as an adjunct to good health care during critical times of growth and development to prevent the occurrence of health problems and improve the health status of low-income pregnant and postpartum women, infants, and children under five years of age who are at nutritional risk. The Office of the Maryland WIC Program promotes breastfeeding and encourages new mothers to breastfeed their newborn infants. The Office of the Maryland WIC Program within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting a Radio station sponsorship for a period of five consecutive weeks to promote breastfeeding. The purpose of this Bid Board Notice is solicit bids from broadcast radio stations (AM or FM) and companies/individuals who have professional relationships with broadcast radio stations (AM or FM) that have a large listening audience of African American women from the ages of 18 years of age to 35 years of age. The radio station will air 30-second breastfeeding spots owned and provided by DHMH's Office of the Maryland WIC Program. The spot shall be aired for up to 5 weeks, around August 1st, 2012 to September 19th, 2012. Proposals equal to \$25,000 will be considered.

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 Region, and on stations most frequented by the target populations.
- C. Place the radio ads as per the approved placement schedule.
- D. 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.
- E. Provide a summary report due within five (5) days of the final ad airtime to include: (1) PSA actual air times; (2) Reach, frequency, and other measures, such as GRPs, that will demonstrate the impact of the ads; (3) a summary of any deviations, modifications, and/or 'make-goods' from the original placement schedule and work plan; and (4) a description of

any added value components.

Proposal Submissions

The offeror shall complete the attached financial proposal and send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall not exceed ten (10) pages (this excludes budget, budget narrative, and any attachments regarding station reach and listeners). One original and four (4) copies should be mailed or hand-delivered to the Procurement Officer.

Technical proposals shall include:

- A) Background Information:
 - Organization Name
 - 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.
 - The Offeror's federal identification number.
 - 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.
- D) A work plan outlining the sponsorship opportunity that includes a specific timeline of the placement of the PSAs and value-added 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 five (5) weeks anticipated *on or about* August 1st, 2012 through September 19th, 2012.
- F) The Offeror shall identify the total number of times and during which dayparts by station that the (:30s) PSAs shall be aired during the five (5) 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.
- 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.

Award

An award will be made on the basis of the most advantageous offer to the State of Maryland considering a price of \$25,000 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. To what extent 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 from August 1st, 2012 to September 19th, 2012.

BILLING

Payment will be made by Office of the Maryland WIC Program upon satisfactory completion of service. Receipt of an invoice from the Contractor based on the actual spots that are aired during the said period is required by Office of the Maryland WIC Program. **Invoices must be on company letterhead and include contractor's name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, and signature in order to be processed.**

SUBMISSION DEADLINE

Proposals must be mailed or hand-delivered and must be received by the **PROCUREMENT OFFICER NO LATER than 2:00 p.m. on Friday June 29, 2012** in order to be considered.

Offerers who hand deliver proposals are requested to please ask the building's security desk to telephone the **PROCUREMENT OFFICER**.

Offerers who mail their 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 offerer must confirm, at least 60 minutes before the deadline, that the proposal were received in FHA Procurement. FHA is not responsible for proposals 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
410-333-7106
Email: vshird@dhmh.state.md.us

ISSUING OFFICE:

Office of the Maryland WIC Program
Attn: Robert Bruce
201 West Preston Street
Baltimore, MD 21201
Phone: 410-767-1449

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

Financial Proposal

**Maryland Department of Health and Mental Hygiene
Office of the Maryland WIC Program
Radio Spots and Promotion Campaign 2012**

A) Vendor Info

Vendor Name _____

Address _____

Contact Name and Phone _____

FED ID # _____

eMM Vendor Number: _____

Vendor SBR Certification Number: _____

Radio Station Name and Location: _____

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 shall be aired in a five (5) week timeframe (anticipated air time, *on or about*: from August 1st 2012 – September 19th, 2012).

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

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

**Total Cost must equal to \$25,000*

Signature

Date

Vendor signature and date certifies that budget submissions are correct and that vendor agrees to perform all services stated in RFP FHA-1109.