



Questions and Answers # 4

Request for Proposals #19-S-0002 for Advertising Agency Services

May 3, 2019

Q 48: Want to confirm that the 90 minutes is allocated for the actual presentation. I only ask because sometimes it includes 20 minutes for the "Q/A".

A 48: **The 90 minutes includes the presentation and Q&A time for those competing for one of the two subcontracts. Those competing for both subcontracts have 2 hours to present both proposals. Assuming 20-30 minutes for questions is a reasonable assumption for all bidders.**

One other note, please assume that not everyone on the Evaluation Committee will review your submitted materials in advance. Some will (those who like to be studied and well-prepared!), but others will be learning of your ideas and plans for the first time during your presentation (those who like the freshness of ideas revealed and explained in-person and can resist the urge to peek!).