



**Black Hawk College**  
**PURCHASING DEPARTMENT**  
**6600 34<sup>TH</sup> AVENUE**  
**MOLINE, IL 61265**

DATE: October 7, 2021

**TO BE OPENED ON**  
**October 14, 2021**  
**RFP 01-22 ADDENDUM 1**

**\*\*\*IMPORTANT\*\*\***  
 SHOW **"RFP 01-22**  
**ADDENDUM 1"**  
**ON SUBJECT LINE OF**  
**E-MAIL**

**REQUEST FOR PROPOSAL (RFP)**  
**MEDIA BUYING SERVICES, DISTRICT WIDE**  
**RFP 01-22 ADDENDUM 1**

Pursuant to the provisions of Section 3-27.1 of the Illinois Public Community College Act and rules and regulations adopted thereunder, sealed proposals subject to the conditions and requirements made a part hereof **will be received until 2:00 p.m. local time, on Thursday, October 14, 2021 VIA EMAIL – MELEGM@BHC.EDU** - then opened publicly, read aloud **VIA TELECONFERENCE** and recorded **immediately thereafter when possible**, for furnishing the goods or services described below, to be delivered or performed at the location(s) stated. Whether or not a proposal is timely shall be determined by reference to the clock located in the Purchasing Office of the College, and the determination of whether or not a proposal is timely in accordance with that clock shall be at the sole discretion of the Black Hawk College Purchasing Office and Board of Trustees, whose decision on that issue shall be final.

**REFER INQUIRIES TO: MIKE MELEG**  
**BLACK HAWK COLLEGE**  
**6600 34<sup>th</sup> AVENUE**  
**MOLINE IL 61265**

**TELEPHONE: (309) 796-5002**

**EMAIL ADDRESS: melegm@bhc.edu**

**VENDOR INFORMATION:**

<b>Contact:</b>
<b>Company:</b>
<b>Address:</b>
<b>City/State/Zip:</b>
<b>Telephone:</b>
<b>Fax Number:</b>
<b>Email Address:</b>

**GENERAL**

Proposals are subject to the attached Standard Terms and Conditions.

**ADDENDUM 1**

Answers all questions submitted by 5:00 PM on Thursday, September 23, 2021.

Q1) The RFP states agency compensation is to be derived only from broadcast media commissions however it asks for agency fee rates. Does BHC anticipate production projects during the timeline of the contract for additional agency services?

A1) Production projects are not included in this RFP. It is for media buying services only.

Q2) The RFP only lists traditional broadcast/ & cinema advertising platforms. Does the college currently use any of the digital and social media advertising platforms?

A2) Yes, the college currently does digital and social media advertising and handles this internally. Neither are included in this RFP.

**Please be reminded:**

## **10. ACKNOWLEDGEMENTS OF ADDENDA**

Signature of company official on original document shall be construed as acknowledgment of receipt of any and all addenda pertaining to this specific proposal. Identification by number of addenda and date issued should be noted on all proposals submitted.