

## Questions submitted 11/17/2014

- **Are there any projects that require developing content and if so how many?**

In respect to content, the creative is intended to be developed. The copy for each project will be provided.

- **Will the agency need to provide media strategy and buying services for the print and digital advertisements?**

No media strategy or purchasing services are included in this solicitation.

- **Is digital advertising design a part of the RFQ?**

Digital advertising is specifically included in relation to web graphics for social media, and may be including on a project by project basis where as the total cost will not cause the contract to exceed \$30,000.

- **Are photography costs included in the budget provided?**

Any new photography costs are inclusive in the budget provided.

- **For the brochures, fliers, ads and direct mail are you looking for templates for each channel or unique designs for each execution (which would impact the budget)?**

For the items specifically mentioned, the work will be unique designs. We are also requesting a template(s) for internal use for legacy programs/services that require minimum changes based on variable such as time, date, location, etc.

- **The scope of work identifies a minimum of 38 designed tools in addition to 24 web graphics and potential new projects. Are all of these pieces intended to be designed under the \$30,000 budget?**

Yes