

JSCC RFP #25-001for EMS Advertising Questions

- Is this a new contract or an existing one? If existing, who is the incumbent contractor?
- In terms of advertising strategy, are you looking for digital, traditional or a mix of both?
- Are there any specific target geographies you would like to reach potential students? Are you interested in reaching those who live outside of the state of Alabama?
- Is the budget listed (\$150,000-200,000) per year or for the entire length of the contract (three years)?
- For the campaign, will the winning agency be required to develop, produce, and supply creative, or will Jefferson State be responsible for that?

- Is the noted budget (\$150,000-\$200,000) yearly or for all three years?
- Is there a preference for a local/regional firm?
- What tactics have you used in the past that were successful? What tactics have not been successful?
- What reporting do you currently review?
- How do you determine success?

2 more additional questions received

Page 8, under Execution of Contract - "The contract shall be for three years with successive one-year renewal options not to exceed a total of ten (10) years." We think this is standard verbiage, however would you please clarify what this means?

Page 9, under Vendor Presentation/Demonstration - "the "live" system functioning on a computer-based system" and "real-time via connection to a vendor supplied hosted software solution." Is this referring to the media reporting data dashboard?