

**Parkland College**  
**Strategic Digital Media Advertising Services**  
**Request for Proposal**  
*January 24, 2022*

Vendor Questions and Answers

1. Is there an RFP # associated with this bid request?
  - Yes, there is; the number is 2022-007.
  
2. What is the overall budget for the RFP?
  - The budget has not been finalized for the upcoming year. A ballpark range of expected budget is between \$100,000 to \$190,000 (including agency commissions and charges) and is subject to change.
  
3. Item #5 - Does Parkland College already have accounts with third-party vendors and social media? If so, can you provide further detail on what vendor invoices you would be referring to?
  - Parkland College has various accounts with third party vendors. This item is referring specifically to the vendor invoices and contracts that the selected strategic digital media buying agency would negotiate and plan.
  
4. Other than the Termination clause do you have terms and conditions that will be applicable to this purchase, if so, where can we find them, and will they be negotiable upon award of bid?
  - Any final terms and conditions beyond what are outlined in the RPF will be negotiated after the vendor is selected.
  
5. Is there an incumbent firm / vendor who will potentially be responding to this RFP as well?
  - Parkland College has sent the RFP to new and past media planning partners.
  
6. What additional details are you willing to provide, if any, beyond what is stated in bid documents concerning how you will identify the winning bid?
  - The vendors will be evaluated based on the qualification information outlined in the RFP.
  
7. Are you able to provide the names and titles of the team members who will be on the review/evaluation committee?
  - The final evaluation committee is still being finalized, but Erin Shannon, director of marketing and public relations, will be the main contact for the evaluation committee.

8. Does Parkland College want to purchase Undergraduate, Transfer and/or Graduate School Prospects, in addition to respondent's digital marketing services?

- Parkland College is not interested in this specific offering at this time.

9. Are you able to share a couple of the ads you have created for past campaigns?

- See examples here:



Fall Enrollment Ad – Adult



Fall Enrollment Ad – HS Student



FAA Program Campaign Ad

10. Does Parkland supply the content for Google/text ads as well as designed/still or animated ads?

- Yes, Parkland College will supply the design for still and animated banner ads and Google/text ads. Parkland College will look to the digital media vendor for guidance on Google/text ad formats and is open to recommendations on structure, strategic messaging and "look and feel" for ads.

11. Are your ads specific to any programs or are they mainly registration/enrollment driven, similar to traditional ads?

- Parkland College creates a mix of ads. The large enrollment campaigns occurring in Fall, Spring, and Summer are focused on general registration and enrollment. Smaller program-marketing-focused campaign ads are specific to career or academic programs.

12. Are the weekly 30-minute calls during the enrollment periods, or every week?

- The calls occur every week except for holidays and occasional conflicts requiring cancellation.

13. Is Parkland open to suggestions for content on the website to help with organic search?

- Yes

14. Do you have a digital budget that you are willing to share with me?

- The budget has not been finalized for the upcoming year. A ballpark range of expected budget is between \$100,000 to \$190,000 (including agency commissions and charges) and is subject to change.