

**Parkland College**  
**Digital Media Advertising Services**  
**Request for Proposal**  
*March 29, 2024*

Vendor Questions and Answers

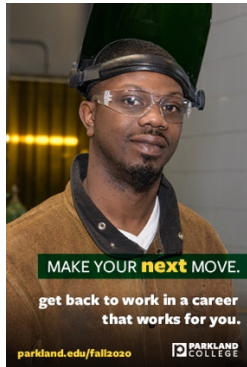
1. Could we receive an RFP questions/answers document?
  - We will post the Vendor Questions related to this RFP by EOD today, March 29, 2024, on our RFP webpage, <https://www.parkland.edu/Main/About-Parkland/Administration/Requests-For-Proposals>.
  
2. Do you have a scoring matrix for the proposals which outlines the award criteria you will use to score the proposals and would you share it?
  - Yes, we have a scoring matrix, based on the criteria listed in the RFP. We would be able to share specific evaluation rubrics we have used only after the current RFP cycle has concluded, per the FOIA.
  
3. Will the primary decision be based on the lowest fees or lowest percentage of spend?
  - At this time, as media buying services are not part of our exempt purchase process, the primary decision will be made based on criteria provided in the RFP; cost is only one of the factors to be considered.
  
4. I understand the anticipated budget range is \$100-190k; could you confirm if this expected budget range is for 12 months or the total 24 months outlined in the RFP?
  - The expected budget range is for 12 months.

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.