

Parkland College
Local Media Buying Services
Request for Proposal
March 29, 2024

Vendor Questions and Answers

1. Can companies from Outside USA apply for this (like from India or Canada)?
 - As we prefer to select Illinois regional vendors for local ad buying, we are only accepting applicants from the US.

2. Would we need to come over there for meetings?
 - We can do remote meetings.

3. Can we perform the tasks (related to RFP) outside USA ?
 - We would prefer this vendor performed our local ad purchasing from within the US.

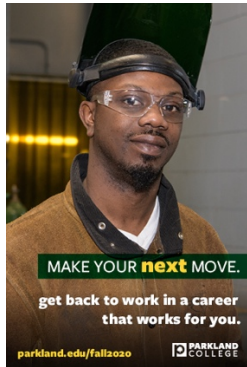
4. Can we submit the proposals via email?
 - Yes.

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.