

**REQUEST FOR PROPOSAL**  
Parkland College  
Strategic Digital Media Advertising Services

Parkland College seeks proposals from firms with demonstrated expertise in planning, placement, and evaluation of digital media advertising and SEO services. A contract will be awarded for a one-year time frame from March 21, 2019 through March 20, 2020.

Proposals are due **Monday, February 11, 2019** and should be addressed to:

Parkland College  
Attn: Erin Shannon, Room X151  
Director, Marketing & Public Relations  
2400 W. Bradley Avenue  
Champaign, IL 61821-1899

or by e-mail at [eshannon@parkland.edu](mailto:eshannon@parkland.edu)

**Please provide the following information in any proposal:**

**Vendor Information**

- A. Agency's name, address, telephone number, legal status of entity (ownership), and the year the entity was established.
- B. Name of Agency's contact person, telephone and email address.

**Qualifications Information**

- 1. State the number of years of experience the media buyer/planner has in digital buying/planning.
- 2. List three (3) clients for which the Agency has provided media planning and buying services within the last three (3) years and a brief description of the services performed.
- 3. Describe current or previous experience working with institutions of higher education. Include institution name(s), services provided, and years of the relationship.
- 4. Discuss the media buying process and provide examples on how the media buyer/planner presents proposed schedules for media buys. The chosen vendor will need to demonstrate past experience in emerging digital marketing strategies.
- 5. Parkland College *requires* the Agency to collect and compile vendor invoices and contracts and submit them on a monthly basis to Parkland Marketing for payment. Individual vendor invoices and contracts are not to be sent directly to Parkland College.

6. Provide fee and rate structure for media planning and buying services.

7. Agencies are invited to include additional information not requested above, if believed to be useful and applicable to this Request for Proposal.

### **College Information**

Parkland College is a community college serving Community College District 505. Parkland College enrolls approximately 20,000 students annually. The campus is a melting pot of student life, with diverse cultures, students ranging in age from 16 to 86, and a growing international student presence. About 75 percent of our students live and work within District 505.

Parkland College's location in Champaign, Illinois provides the amenities and excitement of a larger city with small-town conveniences. Champaign is the fastest growing city in Illinois, with a long list of opportunities for our residents and short commute times.

Parkland College offers academic programs that prepare students to transfer to a four-year university, career and technical education, workforce and business training, continuing education for adults, youth programs, and more. Parkland is No. 1 in student transfers to the University of Illinois, a top research university in Champaign-Urbana.

### **Scope of Work**

Parkland College is seeking a marketing agency to collaborate in planning and placing digital advertising campaigns. Parkland College's Marketing and Public Relations team provides in-house creative, strategy, and budget management. The team will work with the media buyer to develop strategy and planning for three major enrollment campaigns throughout the year (fall, spring, and summer), as well as program and event specific marketing campaigns throughout the year.

Campaigns encompass a mix of digital and traditional media platforms. Digital platforms include social media, remarketing, paid and non-paid search marketing, geofencing, email marketing, and more. Parkland College will work with a separate buyer for the local media, which is not a part of this RFP. Nearly all media will be geotargeted.

The ideal agency will have a strong understanding of the community college mission, its target audiences, and the community college enrollment process and timelines.

### **Business Enterprise for Minorities, Females, and Persons with Disabilities**

Consistent with the Business Enterprise for Minorities, Females, and Persons with Disabilities Act, 30 ILCS 575/0.01, *et seq.* (the "Act"), it is the policy of Parkland College to foster and encourage the continued economic development of minority owned businesses, female owned businesses, and businesses owned by a person with a disability.

When Parkland College is required to competitively bid a contract, the bid documents shall additionally require all potential bidders to submit their name, the bid amount, a statement confirming whether the bidder is including in its bid work to be performed by certified as a minority owned businesses, female owned businesses, and businesses owned by a person with a disability.

Are you certified as a minority owned business or female owned or person with a disability owned business?

Yes \_\_\_\_ No \_\_\_\_