



October 16, 2026

To: All Potential Bidders

From: Kelly Vu, Business Services Supervisor

Re: Addendum #2, RFP # AM-06-26

The purpose of this addendum is to revise the components of the Request for Proposal (RFP) for Advertising and Media Buying Services. All terms and conditions of the original RFP remain unchanged.

Document to be revised as follows:

1. RFP, PART VIII, FORMS SECTION, PAGE 36, Form A-3, Financial Proposal Bid Form.

Delete #6, TRAVEL AND OUT-OF-POCKET EXPENSES and its entirety

Replace with: #6, TRAVEL AND OUT-OF-POCKET EXPENSES

If the District requests a contractor to travel for special projects, all associated expenses—including travel, mileage, lodging, meals, per diem, and any other out-of-pocket costs—must be included in the project estimate. Approval of these expenses remains at the sole discretion of the District.

2. RFP, PART VIII, FORMS SECTION

Add #8: REBATES/INCENTIVE AND ANY OTHER CREDITS

The District shall receive the full benefit of all credits, refunds, rebates, incentive and any other benefits, and make-goods attributable to its expenditures. All such credits must be applied directly to the District Media Buy or issued as a refund.

3. RFP, PART VIII, FORMS SECTION

ADD: #9: DISCLOSURE

Bidders shall disclose all vendor or affiliate rebates, credits, incentives and other financial benefits received or expected in connection with District spending, including their calculation basis and proposed disposition. This shall not be deducted from the Total Evaluated Annual Cost. This evaluation treatment does not alter Part V.G: the District shall receive the full benefit of credits, refunds, rebates and make-goods attributable to its expenditures.

Disclosure Category	Description / Fee Type	Rate, Amount or Calculation Method	Basis of Calculation / Application
Production markups			
Subcontractor markups			
Programmatic fees			
Technology and platform fees			
Data and research fees			
Verification and ad-serving fees			
Other related fees or charges			
Vendor rebates, credits and incentives			
Free inventory, data benefits, principal-media margins or other vendor consideration			

All Bidders must use the revised form A-3, Financial Proposal Bid Form. Failure to do so will result in disqualification.

To comply with addenda requirements, bidders must confirm receipt using **one** of the following methods:

- Reply directly to this email with the confirmation text: *"Received Addendum #2"*, **OR**
- Note *"Received Addendum #2"* in the top right-hand corner of the Financial Proposal Bid Form.

Both options will be accepted as valid confirmation. Failure to acknowledge Addendums and RFIs, will result in disqualification.

Thank you.

-End Addendum #2-

Addendum #2
Form A-3: FINANCIAL PROPOSAL BID FORM
RFP NUMBER AM-06-26
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**BIDDERS MUST USE THE FINANCIAL PROPOSAL BID FORM PROVIDED BY THE DISTRICT,
FAILURE TO DO SO WILL RESULT IN DISQUALIFICATION**

FINANCIAL PROPOSAL INSTRUCTIONS

The Bidder shall complete all applicable sections of this Financial Proposal Bid Form. The Bidder shall provide the proposed compensation for each service category identified below.

The District will use the information provided in this Financial Proposal to evaluate and compare the cost of the proposed services. Contract compensation will be based on the actual services authorized and performed and the applicable rates or fees identified in the resulting Agreement.

The District anticipates an annual media budget of approximately \$1.2 million. The media budget is an estimate only, is not included in the Bidder's compensation, and does not constitute a minimum media spend or guarantee of media placement volume.

The District anticipates approximately \$30,000 annually for radio production and approximately \$100,000 annually for television production. These amounts are estimates only and are not included in the Bidder's compensation.

1. ACCOUNT MANAGEMENT, MEDIA PLANNING & PRODUCTION SERVICES

ACCOUNT MANAGEMENT

Shall be provided for a fixed monthly fee based on the dedicated account staff and services identified in the RFP.

The monthly fee shall include the Bidder's ordinary Account Management services, including coordination, communication, project management, meeting participation, status reporting and media planning and coordination associated with the services.

MEDIA PLANNING

Media Planning shall be included within the Bidder's proposed Account Management and/or Creative/Strategic Services fees. Media Planning shall not be subject to a separate media planning commission or fee.

Media Planning shall not be included in, or compensated through, the Media Buying Commission Rate. The Media Buying Commission shall apply solely to actual media placement costs, as described in this Financial Proposal.

The Bidder shall identify all fees associated with Media Planning within its proposed Account Management and/or Creative/Strategic Services fees.

The Bidder shall not include Media Planning within the Media Buying Commission Rate.

The Bidder's Media Planning approach and scope shall be described in the Technical Proposal.

PRODUCTION SERVICES (Requires bids prior to start of project)

Production services, including television, radio, photography, video or other production services, shall be separately estimated and approved by the District on a project-by-project basis unless otherwise included in a fixed fee identified above.

GENERAL ACCOUNT MANAGEMENT, MEDIA PLANNING & PRODUCTION SERVICES					
	2027	2028	2029	2030	2031
THE DISTRICT TO PAY WINNING BIDDER FIXED FLAT FEES PER MONTH	\$	\$	\$	\$	\$

For purposes of proposal evaluation, the District will calculate the annual Account Management cost as:

Fixed Monthly Fee x 12 months = Annualized Account Management Cost

The resulting contract will be based on the approved monthly fee and actual contract term.

2. CREATIVE CONCEPT DEVELOPMENT

Creative Development shall be provided for a fixed monthly fee for the services identified in the RFP.

The fixed monthly fee shall include the Bidder's ordinary creative development services associated with District's advertising and marketing program. Services outside the ordinary scope of Creative Development, including separately authorized production or special projects may be compensated as provided elsewhere in this Financial Proposal.

CREATIVE CONCEPT DEVELOPMENT					
	2027	2028	2029	2030	2031
THE DISTRICT TO PAY WINNING BIDDER FIXED FLAT FEES PER MONTH	\$	\$	\$	\$	\$

For purposes of proposal evaluation, the District will calculate the annual Creative Development cost as:

Fixed Monthly Fee x 12 months = Annualized Creative Development Cost

3. MEDIA BUYING COMMISSION

Media Buying shall be compensated solely through a commission based on a percentage of actual media placement costs.

The Bidder shall provide one Media Buying Commission Rate for each contract year.

MEDIA BUYING SERVICES					
	2027	2028	2029	2030	2031

MEDIA COMMISSION RATES =	%	%	%	%	%
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Media Buying Commission Calculation:

Actual Media Placement Costs x Media Buying Commission Rate = Media Buying Commission

For purposes of evaluating and comparing Financial Proposals, the District will calculate the estimated Media Buying Commission using \$1.2 million in estimated annual media placement costs.

The \$1.2 million amount is an evaluation assumption only. It is not a guaranteed media spend, minimum purchase obligation, or commitment by the District.

The resulting contract will be based on actual authorized media placement costs multiplied by the approved Media Buying Commission Rate.

The Media Buying Commission Rate shall apply only to the cost of actual media placements purchased on behalf of the District.

The Media Buying Commission Rate shall not apply to:

- Media planning;
- Strategy;
- Account Management;
- Creative development;
- Production;
- Research or analytics;
- Special projects;
- Technology or platform fees;
- Taxes;
- Travel or out-of-pocket expenses;
- Any other service or expense that does not constitute an actual media placement cost.

Media placement costs themselves are not part of the Bidder's compensation and will be paid based on actual authorized placements and applicable third-party media invoices or supporting documentation.

4. STRATEGIC PLANNING, RESEARCH, INSIGHTS AND AUDIENCE DEVELOPMENT

For services that are outside the fixed monthly Account Management and Creative Development services and are authorized by the District to be performed on an hourly basis, the Bidder shall provide the hourly rates below.

When services fall within an hourly rate category, the District Representative will identify the objective or requested services. The Contractor shall provide an estimate of the staff and hours required. District approval shall be obtained before the additional hourly services are performed.

For purposes of evaluating and comparing Financial Proposals, the District will use an estimated 1,000 hours per year for each applicable hourly service category.

This estimate is for proposal evaluation purposes only. The resulting contract will be based on actual hours authorized and performed.

STRATEGIC PLANNING, RESEARCH, INSIGHTS AND AUDIENCE DEVELOPMENT

[illegible]

Average Hourly Rate for Evaluation: \$ _____ /HR

Estimated Annual Cost for Evaluation: Average Hourly Rate x 1,000 Hours = \$_____

5. PROMOTIONS, PARTNERSHIPS, CREATORS AND SPECIAL PROJECTS

PROMOTIONS, PARTNERSHIPS, CREATORS AND SPECIAL PROJECTS

[illegible]

	\$_____/HR	\$_____/HR	\$_____/HR	\$_____/HR	\$_____/HR
	\$_____/HR	\$_____/HR	\$_____/HR	\$_____/HR	\$_____/HR

Average Hourly Rate for Evaluation: \$_____/HR

Estimated Annual Cost for Evaluation: Average Hourly Rate x 1,000 Hours = \$_____

6. TRAVEL AND OUT-OF-POCKET EXPENSES

This section does not apply/count toward the total financial bid, and will not be scored.

If the District requests a contractor to travel for special projects, all associated expenses—including travel, mileage, lodging, meals, per diem, and any other out-of-pocket costs—must be included in the project estimate. Approval of these expenses remains at the sole discretion of the District.

7. FINANCIAL PROPOSAL SUMMARY

The District will use the following estimated amounts solely to compare Financial Proposals.

FINANCIAL PROPOSAL SUMMARY					
	2027	2028	2029	2030	2031
General Account Management, Media Planning & Production Services – Annualized	\$_____	\$_____	\$_____	\$_____	\$_____
Creative Concept Development - Annualized	\$_____	\$_____	\$_____	\$_____	\$_____
Media Buying Commission – Evaluation Amount	\$_____	\$_____	\$_____	\$_____	\$_____
Strategic Planning, Research, Insights and Audience Development – Evaluation Amount	\$_____	\$_____	\$_____	\$_____	\$_____
Promotions, Partnerships, and Special Projects – Evaluation Amount					
Total Evaluated Annual Cost	\$_____	\$_____	\$_____	\$_____	\$_____

The Financial Proposal will be used to establish the applicable rates and fees and to determine the maximum authorized contract amount. The Total Evaluated Cost is used solely for proposal comparison and does not constitute a guaranteed annual expenditure. Actual compensation will be based on services authorized and performed, actual media placement costs and the rates and fees established in the resulting Agreement.

8. REBATES/INCENTIVE AND ANY OTHER CREDITS

This section does not apply/count toward the total financial bid, and will not be scored.

The District shall receive the full benefit of all credits, refunds, rebates, incentive and any other benefits, and make-goods attributable to its expenditures. All such credits must be applied directly to the District Media Buy or issued as a refund. Disclosure in #9 below.

9. DISCLOSURE

This section does not apply/count toward the total financial bid, and will not be scored.

Bidders shall disclose all vendor or affiliate rebates, credits, incentives and other financial benefits received or expected in connection with District spending, including their calculation basis and proposed disposition. This shall not be deducted from the Total Evaluated Annual Cost. This evaluation treatment does not alter Part V.G: the District shall receive the full benefit of credits, refunds, rebates and make-goods attributable to its expenditures.

All Bidders shall complete the following disclosure table. Identify all applicable markups, fees, rebates, credits, incentives and other vendor consideration associated with services provided under this RFP. Enter "None" or "Not Applicable" where appropriate. Attach additional pages if necessary.

Disclosure Category	Description / Fee Type	Rate, Amount or Calculation Method	Basis of Calculation / Application
Production markups			
Subcontractor markups			
Programmatic fees			
Technology and platform fees			
Data and research fees			
Verification and ad-serving fees			

Other related fees or charges			
Credits, refunds, rebates, incentive and any other benefits, and make-goods			
Free inventory, data benefits, principal-media margins or other vendor consideration			

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The price quote shall be inclusive of all wages, allowances, supervision, insurance(s), material, labor, supervision, taxes, emission, certificate, license, equipment, transportation, fuel, uniforms, or any other related services required. The District shall not be billed for any costs that were not included in the contract.

“By submitting a Bid for Advertising & Media Buying Services , I understand and agree to the terms, conditions and scope of work as set forth in this Bid Request. Furthermore, I certify I am legally authorized to bind the organization to the terms outlined herein.”

BIDDER MUST SIGN BELOW. FAILURE TO SIGN WILL RESULT IN DISQUALIFICATION

Contractor's Name: _____

Contractor's Address: _____

Contractor's Signature: _____ Date: _____

ARE YOU CLAIMING SMALL BUSINESS PREFERENCE?

As a California Certified Small Business? YES _____ NO _____
If Yes, Certification # _____

Are you a non-small business claiming at least 25% small business subcontractor reference?
YES _____ NO _____
If yes, Certification # _____

ARE YOU CLAIMING DVBE INCENTIVE?

Are you a primary California Certified DVBE? YES _____
NO _____

If yes, refer to Attachments 3, 4 for documents to be submitted

If no, do you commit to meeting DVBE participation of
1% up to 5% to a California certified DVBE? YES _____ NO _____
