November 6, 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 including the Excel Spreadsheet. 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-