

**STATE OF NEW HAMPSHIRE  
DEPARTMENT OF EDUCATION**

The Commissioner's Office  
25 Hall St.

CONCORD, NEW HAMPSHIRE 03301

DATE OF CHANGE: 5/13/2022

**ADDENDUM # 01 TO BID INVITATION #RFP CO-2022-001**

**DATE OF BID CLOSING:** 05/20/2022

**TIME OF BID CLOSING:** 4:00 PM (EST)

**FOR:** Statewide Reading Campaign

**CLARIFICATIONS:**

**Question 1: Is there a page limit for the response?**

**State Response:** No.

**Question 2: Is there an incumbent?**

**State Response:** No.

**Question 3: Has NHED produced any past materials or campaigns related to this topic?**

**State Response:** There has been no specific campaign related to this same topic. However, NHED has initiated other statewide marketing campaigns in the past.

**Question 4: Is there a website component that goes along with this campaign? Where should the ads and videos drive people, and will there be any website development work associated with the project?**

**State Response:** A landing page will likely need to be established for the project. Although NHED will need initial assistance with this implementation, the webpage will then likely be maintained by NHED.

**Question 5: Can NHED provide a budget range for the project to help offerors properly scope the project?**

**State Response:** The budget range is expected to be between \$300,000 and \$500,000.

**Question 6: Is the department willing to work with multiple vendors and partners for this campaign? (For example: utilize one vendor for media placement and a separate partner for video production)**

**State Response:** Yes, although NHED would prefer to work with just one vendor. If that vendor wishes to subcontract with a videographer, that is acceptable.

**Question 7: As far as budget goes, is there a specific media placement only budget, not including production?**

**State Response:** No.

**Question 8: Is there a preference for NH-based firms vs. out of state firms?**

**State Response:** No.

**Question 9: What type of audience research has been done?**

**State Response:** None.

**Question 10: Has an overall budget for the campaign been determined?**

**State Response:** The estimated budget range is between \$300,000 and \$500,000.

**Question 11: May companies from outside the USA apply for this?**

**State Response:** Vendors from outside of the U.S. are invited to apply. Please note, however, that vendors will need to follow any NH guidelines such as offering proof of a Certificate of Insurance and providing verification of Good Standing.

**Question 12: If outside of the U.S., would vendor need to come to NH for meetings?**

**State Response:** While there may be the need for vendors to make at least one visit to NH, the majority of meetings could potentially occur remotely.

**Question 13: Can tasks related to the RFP be performed outside of the USA?**

**State Response:** The majority of tasks could be performed outside of the U.S.

**Question 14: Can we submit the proposals via email?**

**State Response:** Yes.

**PURCHASING AGENT:**

**E:Mail:**

**NOTE:** ALL CHANGES TO BID SOLICITATION NOTED IN ADDENDUMS WILL SUPERSEDE PREVIOUSLY SUBMITTED DOCUMENTS AND MUST BE SUBMITTED WITH THE BID. ALL OTHER SPECIFICATIONS REMAIN UNCHANGED AND VALID.

BIDDER \_\_\_\_\_ ADDRESS \_\_\_\_\_

BY \_\_\_\_\_  
(this document must be signed)

\_\_\_\_\_ TEL. NO. \_\_\_\_\_  
(please type or print name)

**Please visit: <https://das.nh.gov/purchasing/vendorresources.aspx> (click on "Bid and Proposals") for complete bid and addendums.**