

Questions and Answers for RFQ 2015-06 Public Relations, Media Planning and Buying Services

Q: Who is the incumbent for this RFQ? How many years have they had the contract?

A: Florida Housing issued the previous RFQ for these services in 2010, and entered into contracts with Kidd and Company, Inc. and Evok Advertising & Design, Inc.

Q: What was the last budget for this type of RFQ?

A: The total budget for these types of services varies; they can be as low at \$15,000 or as high as \$150,000.

Q: Do you plan to run TV commercials?

A: Possibly; however, given the cost of television production and placement, we will likely use radio and/or print.

Q: What media do you anticipate buying?

A: It will depend on the campaign and accompanying public relations plan/budget for any given project. In the past we have done broadcast (radio) and print (newspaper); however, we would like a price for television placement, if possible.

Q: Is the budget for buying media separate from professional services budget?

A: Normally, it is included in the professional services budgeted amount.

Q: Is there a preferred timing to go to market?

A: It depends on the timing of the overall campaign. We do not routinely purchase advertising; purchases are only made in conjunction with a specific campaign or public relations effort.