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ADDENDUM-3

RFP: 11720281(KD)

Re: Baby and Me Tobacco Free Advertising Campaign

March 2, 2020

This Addendum is issued to answer questions that have been submitted as of 2/28/20 regarding the RFP Baby and Me Tobacco Free Advertising Campaign.

1. **Question:** Do you know the market you want to run TV?

Answer: Target households with females aged 18-45.

2. **Question:** And for how long?

Answer: Preferably 12 months.

3. **Question:** Will the agency be placing the advertising and if so, is that amount included in the \$70,000.00?

Answer: Yes and yes.

4. **Question:** Do you have the quantities for all the printing need, or will you just need the files to print yourself?

Answer: Just need the files.

5. **Question:** Do you have the Number of versions of all the different media that needs to be delivered? TV, Radio, Digital, FRadio, Movie Theater, newspaper, billboards, posters, post cards, and other materials?

Answer: At least 1 TV, 1 radio, 1 movie theater, 1 newspaper, 1 billboard, 1 poster, plus social media posts.

6. **Question:** Are you requesting the agency to provide social content and also post?

Answer: Just social content. We will post ourselves.

END OF ADDENDUM #3

*No more addendums will be issued.