



ANDERSON COUNTY PURCHASING DEPARTMENT

100 N. Main Street, Room 214

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Pamela Cotham
Purchasing Agent

December 31, 2015

ADDENDUM

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Addendum #1 on bid #4641 Adventure Anderson, making the following corrections and clarifications.

- **Question:** Will lodging and meals be provided by the county separate from the proposed \$50,000 budget? This will make a difference in our proposal's cost.

Response: No, lodging and meals will not be provided by the county.

- **Question:** Under Scope of Work #5 and #6, regarding the digital advertising Campaign and pay per click Google words campaign, will the cost per click or view be part of the \$50,000 budget or will Anderson County be paying for that cost separately. Also, will there be a cap per month on the amount to spend for placement and clicks / views? Google charges per click or video view.

Response: Yes, the cost of the pay per click and the view will be part of the 50,000 budget. The cap will be dictated by the budget.

- **Question:** Under Scope of Work #5 and #6 it says to "conduct a six month digital advertising campaign" and "six month pay per click google words campaign." But under the Deadline section it says to "conduct the four month digital and google words campaign within the budget." Is it 6 months or 4 months?

Response: The digital campaign and the google words campaign will be 4 months.

- **Question:** Are there any questions other companies have asked that you can share that will be helpful in our proposal process?

Response: No, we have not received any other questions.

If you have any questions, please feel free to give me a call at (865) 457-6218.

Sincerely,

A handwritten signature in blue ink, appearing to be "P. Cotham", written over a horizontal line.

Pamela Cotham
Purchasing Agent

Department
Bid File