

## RFP #2026 – Full Service Advertising Agency

### Questions & Answers #2

1. In section 3, it states the Tourism Council will work with agency's on a commission basis and to include the percentage amount of commission. If the agency charges different commissions per task include a breakdown of commission per service.

**Answer: Yes, the agency can include different commission rates per task.**

2. Could you please provide more information or an example of how that might be structured? Is it percentage breakdown by task for example: website is x% and brochure is x% of the total \$120K budget?

**Answer: An example of the commission will be if we decide to spend \$50,000 on digital advertising and the agency's commission is 1% then the agency fee would be \$500. Please note that the percentage rate is 1% for the purposes of this explanation. It is not an expectation.**

3. We can provide cost estimates for deliverables such as website, brochure, digital and traditional development but there would be no commission just time spent developing. , The only place commissions may come into play is any production, influencers and/or media buys.

**Answer: You can include an hourly rate or flat rate in your bid for certain services when it is appropriate.**