

Request for Proposal to for Advertising Campaign

RFP #4907

4th Set of Questions and Answers

1. Tab 1 asks for a "proposed solution". Are you asking for firms to do the work before you award the bid?

Answer: No. It is a proposed solution, not a finished solution. Definitions of "propose":

1. to offer or suggest (a matter, subject, case, etc.) for consideration, acceptance, or action: *to propose a new method.*
2. to offer (a toast).
3. to suggest: