



3. In order for the Contractor to be responsible for Bad Debt of advertisers (as outlined in VI.C.1.v.), are advertisement payments to be made directly to the Contractor, or will there need to be a process established for this purchase to happen directly with the County (with the County reporting back to the Contractor as to who has paid in full? If the Contractor is collecting payments from advertisers, will payment(s) be submitted to the County for their portion of ad revenues, or will the final design payment be reduced by the amount of revenue generated from ad sales (minus commissions)?

*Answer: The Contractor is to handle all advertising payments. The county does not intend to collect any of these funds.*

4. Section VI:

Regarding part C.1.h., for the new photography that is needed, can you please provide further clarification on the amount of photography requested?

- Do you have a list of locations (or a number of locations) you anticipate needing photography for (if this is not the same list as the points of interest map on your website)?

*Answer: Not at this early planning stage.*

- If not, is a daily photographer billing rate acceptable?

*Answer: Yes, you can include that in your proposal*

- Is there any current, existing photography that the County will provide?

*Answer: Yes*

- If yes, will these locations need additional/supplemental photos?

*Answer: Perhaps, not sure yet. Depends on stories and advertising needs.*

- Which of the following types of new photography are required: exterior photos (outside), interior photos (inside), portraiture (people, staff, lifestyle photos)?

*Answer: TBD*

- If venues/points of interest already have existing marketing photos e.g. Sebring International Raceway, is it ok to use their provided photos, even if their allowed usage/reproduction rights are not as broadly defined as in parts C.1.h and C.3.d?

*Answer: That would be handled on a case-by-case basis depending on the venue.*

- In order to acquire requested usage rights for the County for any existing 3rd party photos, will the County (or County's legal counsel) create/provide/require a usage rights agreement for those 3rd parties to sign?

*Answer: That would be handled on a case-by-case basis depending on the venue.*

- Does the scope of this RFP require the Contractor to get a usage agreement signed by those 3rd parties for provided photography?

*Answer: No*

5. Question: Regarding part C.1.l., to satisfy the “web bug” requirement, which is your preferred method?
- A mobile-scannable QR code (also called 3D barcodes);
  - A web link and/or short URL;
  - An image/icon in front of a standard URL (that is just a graphic, perhaps based on the story category/type); or
  - Other?

*Answer: Something like this:*

<http://edition.pagesuiteprofessional.co.uk/launch.aspx?pbid=fa4b8a87-ffa4-4baa-a13f-944f0f4db553>

6. Regarding part C.1.s. can you please detail the “rich media canvas” requirements?

- Does this relate to creating an online page-turning (digital) document, or something else?

*Answer: Something like this:*

<http://edition.pagesuiteprofessional.co.uk/launch.aspx?pbid=fa4b8a87-ffa4-4baa-a13f-944f0f4db553>

- Does there need to be clickable links and/or interactive elements i.e. the ability to play video? If so, can you please provide details?

*Answer: Not necessarily.*

7. Re: C.1.w.(12): Is this roadway info available from the county (and we are just illustrating it)? i.e. CAD or GIS file, or is Google Maps a sufficient base for the map illustrations/graphics?

*Answer: Yes, it should be. We don't have a file at TDC office.*

8. Re: C.1.w.(13): Can you please provide more details? Is this “rich media application” supposed to be:

- Individual web pages, representing the venue/products/services of each advertiser, integrated with an existing website; or
- A stand-alone microsite and/or individual web pages, representing the venue/products/services of each advertiser
- A mobile phone app

*Answer: Something like this:*

<http://edition.pagesuiteprofessional.co.uk/launch.aspx?pbid=fa4b8a87-ffa4-4baa-a13f-944f0f4db553>

9. Regarding part C.1.z.

To clarify, is this request to provide a list of the available lists/databases that are available for download or purchase by the County for distribution? Are there specific databases or filtering criteria you are interested in (as obtaining “any/all mailing lists” may be too broad to identify; there are a number of paid and free lists, including but not limited to chamber lists, database listing company results, public records, etc.)? If there

are specific criteria that can be provided (i.e. location(s), demographics, industries, income level, home/business, number of addresses etc.), we can begin getting estimates from the listing companies we work with, for inclusion in our total proposal cost, unless this cost is to be paid directly by the County. Please advise.

*Answer: Asking the contractor to provide potential distribution databases that they may have access to. TDC already has our own that we can use for distribution.*

10. Regarding “proactive distribution,” is the actual distribution mentioned here and in part “aa.” (and associated postage and/or shipping costs) the responsibility of the County? If not, please advise on the extent or cap on costs by the Contractor for any distribution requirements.

*Answer: We are asking Contractor to provide any recommendations beyond what TDC/county can do.*

11. Regarding part C.1.bb.

- Regarding the cover, is this 80# cover stock?

*Answer: Yes*

- The specs are for 46 interior pages. Is this numbered or physical pages (i.e. 23 physical pages that are two-sided pages?)

*Answer: Yes*

12. Regarding Advertisements and Ad Management:

- If the publication includes a business listing/POI directory, there are ways to allow companies premium listings (i.e, bold listing and add logo), would this count against the maximum 40% ad limit?

*Answer: If done as a listing, no it would not.*

- If yes, would it be based on the additional area of the upgraded listing only?

*Answer: It would need TDC review and approval*

- Although sponsorship is not supposed to drive editorial, are sponsored stories allowed (advertorials or sponsor-provided articles)?

*Answer: Yes, with TDC staff review and approval*

- In this case, under which circumstances would this count against the max 40% ad limit?

*Answer: Actual traditional advertisement.*

- Since the advertisers and advertising is subject to TDC approval, are there advertising guidelines for the artwork that the County will provide in advance (to be included in the media kit)?

*Answer: We could develop some*

- In addition to selling the ad placements, is the Contractor allowed to offer ad design services to the advertisers, provided that the advertisers are allowed to

provide their own design that meets the advertising guidelines?

*Answer: Yes*

- Is the Contractor allowed the creative freedom to reject advertiser-submitted ads (for instance if the artwork is low-resolution, or obtrusive to the overall look of the piece)?

*Answer: Yes*

- Is the Contactor allowed a free ad space (i.e. a full-page or half-page) to advertise their agency as part of their proposal?

*Answer: No*

13. Page 23 of the RFP, TAB-B, 3.a.(1) Mentions describing in detail the understanding and approach to (among other things) “Mock-up and creative concepts including; cover, table of contents...” It is our understanding is that this is a verbal description of the approach for each item listed, and not a requirement for design mockups to be submitted as a proposal requirement. Is this interpretation correct?

*Answer: Correct*

14. What is your budget for this project, and do you have any breakdowns as to how it is allocated?

*Answer: We have \$20,000 budgeted in our Visitor Services line item, which includes the Visitor Guide and a few other printed pieces. There are other line items with additional funds but we would rather not use them.*

15. Regarding Section XVII. Sample Contract, is this the expected final agreement, or is it subject to change? If there are any requested modifications by a Contractor, would those be addressed during the contracting phase (after award), or as part of this proposal?

*Answer: Some items may be negotiated.*

16. This is not a high Hazard job please define the level of insurance you are looking for.

*Answer: See Item N on page 6 of the RFP document.*

17. Photography: How much do you have available for us to use? This will assist with knowing how much to budget for a photo shoot on a few days.

*Answer: We have a full photo library that the Contractor will be able to use. However, we would welcome any new photography to add variety to our printed materials. Also, we have two TDC photographers we can use for additional photography.*

18. Video: Do you have available now, if yes please define.

*Answer: Yes, we have 4K video footage. Please note, this RFP is for a Guide Book, video should not be utilized.*

19. Do you have set photo/video releases you will want us to use?

*Answer: Yes*

20. Distribution: You discuss the contractor providing distribution. What type and degree of distribution?

Answer: We (TDC) have our own distribution methods and channels. We are asking the contractor to elaborate on resources they have for distribution above and beyond what TDC has.

- For example, digital and to whom?
- Print and to whom?
- Are we to factor in the cost of email blasts?
- Mailing? or delivery of books? If yes, we need to know to where to factor in the cost.

*Answer: Per the RFP, they must be delivered to TDC office*

- We also need to know if you have a database for email distribution or if we are to obtain one.

*Answer for all of the above: Again, this is an opportunity for the contractor to elaborate on their own distribution channels that may be beneficial to the county.*

- If we are to obtain one where do you wish to distribute the list? Theoretically, the list could be global and the cost astronomical. (this was mentioned in a later question as well.)

*Answer: Our main targeted audiences are within a 2-3 hour driving radius from Highlands County (primarily for travel during April-December) and Midwestern U.S. states in the winter.*

21. Ad Sales:

- How much are you looking for in Ad sales?

*Answer: The contracted company retains the ad sales proceeds (not the TDC) thus allowing for a lower cost in design and printing to the TDC*

- Does the sales rep get a commission on the sale as well?

*Answer: See above*

- How much are you looking to recoup in ad sales? For example, you may want to recoup the cost of printing.

*Answer: See above*

- Are funds from ad sales payable to you or to us and we turn over \$ to you?

*Answer: See above*

22. Contractor shall provide additional content (from section "m")

- You state we are to provide additional content. To what extent and what type? Written content or designed web pages? Are you talking about a more expanded and in-depth review of an attraction listed in the book? If yes to the web are we to host the page or provide the content to the new website's, webmaster?

*Answer: Would like contractor to provide recommendations*

23. Branding Initiative for TDC and Visit Sebring: (section r)

- What is the initiative, is it online?

*Answer: See Visit Sebring logo and how county is now being branded. visitsebring.com, used to be <http://www.visithighlandscounty.com/>*

24. You stated the contractor shall provide an online version of each feature in the guide... must design, implement and support the electronic format. (section S)

*Answer: Here is an example: <http://edition.pagesuite-professional.co.uk/launch.aspx?pbid=fa4b8a87-ffa4-4baa-a13f-944f0f4db553>*

- To what extent do you want an electronic format? Do you want it to stand alone as a landing page or is it to become part of your existing website?

*Answer: Part of our existing website. Ideally, it would be on our website as a flip able document (like an online magazine). See example above.*

- Is this meant to be rich media for Facebook? We just need to know a little more in-depth as to your ideal outcome and use of this as rich media. Rich media is usually done for advertising and is some form of video or interactive type of ad within a web page. We simply want to be very clear on what you are looking for to give you the best options and price.

*Answer: See above*

25. Develop and manage an aggressive advertising and marketing strategy: (section w)

- #8 do you have a list of the business in Highlands County?

*Answer: No*

- #9 is there a list of the businesses licensed to operate within Highlands County?

*Answer: The County does not require occupational licensing, only Contractors licensing, which is not applicable for this brochure. You may find a list of businesses on the Visit Sebring's website:*

*<http://www.visithighlandscounty.com/>*

- #11 This statement is confusing. "The County may make changes" to the sold ad? This section was originally talking about the sale of ads.

*Answer: County has right to make changes to entire publication prior to printing and will not be charged by contractor for those changes.*

- Is this talking about the publication as a whole? Changes prior to printing or changes through the year to rich media?

*Answer: See above*

- #12 Maps, do you have an existing roadway map or list of roads to start with?

*Answer: I am sure there is something in existence but we don't have one on*

*file. That is up to contractor to secure.*

- Is this map to make the notation of the advertising business locations?  
*Answer: No, it would be to give the reader a map of the county with roadways, cities and key points of interest indicated.*
- Is this map for print or more? If more, please define.  
*Answer: Print and online*
- #13 showcase ads via rich media. Are we able to charge more for this opportunity?  
*Answer: See Section VI, Tasks & Capabilities, Design State, Item w1. Contractor proposes rate structure.*
- Where will this opportunity be placed, for example, on your website or a site we design and host for the publication as a whole?  
*Answer: Our Website*

26. Account Management Functions: (section x)

- #3 recommend ways to grow the publication's ROI. Are you referring to advertising opportunities, grants, heads in beds?  
*Answer: Revenue generated from ad sales*
- #4 how many readership surveys do you want conducted and for what period of time? once a quarter? local surveys? please define more.  
*Answer: Would like contractor to provide recommendations*
- #5 Distribution: please define, are you looking for us to deliver published books in a local, regional, state, national level?  
*Answer: Would like contractor to provide recommendations*
- What type of distribution are you looking for?  
*Answer: Would like contractor to provide recommendations*
- What is TDS's target audiences?  
*Answer: Already listed above on another question.*

27. Provide a complete list of databases: (section z)

- Distribution to where and to whom? Businesses, Geo regions? This needs to be defined a lot more as there are thousands of databases to draw from, it all depends on who you want to send to.  
*Answer: Would like contractor to provide recommendations*

28. Strategic Goals and Marketing Objective (section aa)

- What are your Strategic Goals and Marketing Objectives?  
*Answer: Basically, more tourists to Highlands County*



29. Project Control and Reports section:

- It states you may provide up to 4 pages of information... Is this part of the 45 pages?

*Answer: Yes, part of the 46 pages, not 45.*