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**ADDENDUM-1**

**RFP: 11720281(KD)**

**Re: Baby and Me Tobacco Free Advertising Campaign**

**February 20, 2020**

This Addendum is part of the RFP Documents for the above referenced project and modifies the original documents.

1. **Section 21- Deliverables:** To receive at bare minimum at least one created television commercial at least 30 seconds long, web ads (banners, video), and print ads, possible billboard ads, plus the placement of those. Total package cannot exceed \$70,000. Please submit an outline of what your company can provide to not exceed this amount. Attached to this document is a sample that can be used as a loose guideline.

## **BMTF MEDIA PLAN**

Sullivan County Health Department plans to develop a branded mass media campaign to focus on promoting the Baby & Me – Tobacco Free Program and the message of preventing pre- and post-natal use of nicotine products. The campaign will be developed and executed in 2020.

### **SCOPE OF PROJECT**

#### **Creative Design**

Campaign design  
Media plan design and placement  
Develop and design all collateral materials: brochures, stickers, etc.

#### **Digital/Video**

Create video content  
Video production  
Music element  
Web design and training

#### **Content Delivery**

Social media content creation  
Web content including photography and writing  
Ad placements  
Email newsletter and training  
Press releases  
Social media campaign, launch, and manage  
YouTube channel  
Partner solicitation

END OF ADDENDUM #1