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**ADDENDUM NO.1 TO  
RFP 9600-78: Recruitment Advertising Services**

**Date:** March 12, 2018  
**To:** All Vendors Interested in RFP # 9600-78  
**From:** Maribel Zendejas, Buyer II, NMC Contracts Division  
**Subject:** Addendum No. 1 to RFP #9600-78

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**This Addendum No. 1 is to announce questions and answers received by March 9, 2018 pertaining to RFP 9600-78 for Recruitment Advertising Services.**

- This acknowledgement signature page of Addendum No. #1 must be submitted with your bid proposal.
- If this acknowledgement signature page is not submitted with your bid proposal, your entire bid package may be considered non-responsive.

**RECEIPT IS HEREBY ACKNOWLEDGED OF ADDENDUM NO. 1 TO RFP # 9600-78**

\_\_\_\_\_  
Authorized Company Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Company Name

1. Are you looking for high level conceptual strategies only or is there a budget range you'd like us to work within to include and outline specific advertising deliverables?

*Answer: We are looking for high level conceptual strategies only.*

2. Is there a budget per fiscal year for the recruitment campaign?

*Answer: No, this is not an overall campaign.*

3. How many campaigns do you anticipate running per year?

*Answer: NMC advertises per job opening type.*

4. What geographic areas are you wanting to target with this campaign?

*Answer: This will be based on the job being advertised.*

5. What markets are you hoping to recruit from?

*Answer: We are hoping to recruit mostly from California and national for others.*

6. Is there a certain time that the proposal is due by on March 19?

*Answer: Per the RFP, proposals are due by 3:00 PST time on March 19, 2018.*

7. Is this a full-service agency request or media only?

*Answer: This is a full-service agency.*

8. Would we pair with a creative agency or recommend one if media only is okay?

*Answer: We are looking for a full-service agency, not media only.*

9. If we do not have one of the requirements or capabilities in work samples (direct mail for example) will we be penalized?

*Answer: If you do not have one of the requirements or capabilities in your samples, clearly specify why these samples are not being included with your proposal.*

10. Social – is this just paid, or would we be responsible for the content too?

*Answer: You would be responsible for providing recruitment social media content*