



The School Board of Miami-Dade County, Florida  
**SCHOOL BOARD ADMINISTRATION BUILDING**  
 Bureau of Procurement and Materials Management  
 1450 N.E. 2nd Avenue, Suite 650  
 Miami, Fl. 33132

Direct All Inquiries To  
 Procurement Management Services  
 Contact Person:  
  
 PHONE: (305) 995-1434  
 TDD PHONE: (305) 995-2400

**BID/RFP ADDENDUM**

Date: **10/20/2014**  
 Addendum No. 1

BID/RFP No.: **RFP-14-006-MT**  
 BID/RFP TITLE: **Advertising Management Firm**

**This addendum provides answers to questions received and modifies the conditions of the above referenced BID/RFP as follows:**

**Please see the following page(s) that address the questions received for this solicitation. All other terms and conditions contained with the above-referenced RFP remain the same.**

I acknowledge receipt of Addendum Number #1

PLEASE NOTE: This Addendum must be noted on Exhibit #3, Acknowledgement of Amendments, contained within the RFP.

(PLEASE TYPE OR PRINT BELOW)

LEGAL NAME OF BIDDER: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY, STATE ZIP CODE: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_ E-MAIL I.D. \_\_\_\_\_ FAX # \_\_\_\_\_

BY: SIGNATURE (Manual): \_\_\_\_\_  
 OF AUTHORIZED REPRESENTATIVE

NAME (Typed): \_\_\_\_\_ TITLE: \_\_\_\_\_  
 OF AUTHORIZED REPRESENTATIVE

## **RFP14-006-MT, Advertising**

1. On RFP 14-006-MT Sec 2.1 General information...are you proposing that the awarded firm obtain contracts from private companies to advertise in the schools and the advertising management firm would charge a percentage of that revenue as well as its proposed management fee awarded in the contract? Is it one or the other or both?

**Answer: Per the RFP, the awarded Contractor will enter into an agreement with the School Board. Furthermore, the School Board is neither encouraging nor discouraging the Contractor's use of third parties and/or subcontractors.**

2. Under the umbrella of Miami Dade County Public Schools, do Charter Schools, Magnet schools, Alternative Centers and Specialized Centers fall under this category and will also be part of the contract?

**Answer: Magnet schools, Alternative Centers and Specialized Centers fall under this category. Charter Schools are not included.**

3. How can we get a copy of the previously awarded proposal/contract for this project? What public records are available, and where can we get a copy?

**Answer: Please submit a Public records request to the Citizen's Information Center for RFP#007-LL10. This office's information can be obtained via our website at: <http://www.dadeschools.net> .**

4. To whom can we direct questions to in the future before the bid submittal deadline?

**Answer: Please contact Melody Thelwell, Chief Procurement Officer, the Procurement contact person noted within the solicitation.**