

Questions and Answers
RFP 007-LL10 Third Party Advertisers and Advertising Management Firms
August 12, 2010

1. QUESTION: I am preparing our submission for your advertising bid and wanted to see if I could get the following internet stats on your website.

I was looking for monthly reports on your page views for the top 5 viewed pages.

Is there a way to get that information from you?

ANSWER:

Page Description	2009 Hits	2010 Hits Year To Date
Dade Schools.net Home page	36,972,875	22,695,245
Employee Portal	not available	30,453,281
Employees Home Page	16,874,496	8,951,364
Students Home Page	10,327,382	7,411,672
Parents Home Page	2,119,764	1,116,332

2a. QUESTION: Does the response to the above captioned RFP require detailed proposals for contemplated projects at specific properties?

ANSWER: This RFP is to “select a pool of qualified and experienced third party advertisers and advertising management firms”. The District is not soliciting any proposals for specific advertising programs at this time. The Proposal submission, Section VI, details the information required to be considered for inclusion in the pool of qualified firms.

2b. If the answer to the above question is yes, than would Miami-Dade County Public Schools extend the due date for proposal submissions until September 15th so that respondents have the time to conduct site visits?

ANSWER: N/A See response to 2a. above.

3. QUESTION: Regarding the above captioned RFP and specifically the construction and installation of billboard structures on District Owned properties, one the concerns brought to light through the RFI process was whether construction was exempt from county and/or municipal building code requirements and also State requirements that construction of billboard structures be at least 100' **from** school property and also the separation limitations of such structures - have these questions been resolved and to what extent - (I believe the zoning classification requirement alone would prohibit construction on school properties)

ANSWER: At the last meeting held in 2009, the Advertising Review Committee requested a legal opinion from the School Board Attorney concerning the placement of the structures in reference to municipal, county and state regulations. To date, a response has not been finalized.