

REQUEST FOR PROPOSAL RFP # 59-15

UMA Direct Mail Campaign

University of Maine System

ADDENDUM #1

May 5, 2015

This addendum responds to questions submitted by participants:

Q1) *The RFP mentions that the geographic area to be targeted would be 25 mi. radiuses around the two main campuses (Augusta and Bangor) and the centers (of which there are 8). Do you see each entity (2 main campuses, 8 centers) getting the same percentage of the total marketing effort?*

There is no geographic area considered more important than any other. However, we are flexible with respect to how resources are allocated within each area. Each area does not need to receive an equal percentage.

Q2) *The RFP references that the target is "adults without a degree and not currently enrolled in an institution of higher learning". Is there a more specific target than "adults"? For example, is there a specific age range that the largest percentage of your adult students fall within that should be the primary target?*

25-40 would be optimal age range to target. However, lists may include a range of 22-50.

Q3) *Would the landing pages for the PURLs reside on a UMA server or would we need to host those as a part of this contract?*

UMA has used PURLs before and hosted them on our server. For the purpose of bidding, vendors should assume the same. If that changes after the bid is awarded, we will revisit and renegotiate that aspect of the contract.

Q4) *Would developing the content and design for the landing page be something the selected vendor would be responsible for?*

Yes.

Q5) *Would the selected vendor be responsible for developing the personalized application that would reside on the PURL landing page?*

No. The PURL would link back to UMA's online application.

Q6) *Do you have a total # of mailings that you would like mailed, per phase?*

We would assume two mailings per phase, but are open to other proposals.

Q7) *Do you have a mailing list for your target audience?*

The mailing list would need to be provided by the vendor. The quality of the list will be a consideration in the awarding of the bid.