

**REQUEST FOR QUALIFICATIONS #2026-016
RADIO ADVERTISING SERVICES
RESPONSE ADDENDUM #2
AUGUST 18, 2025**

QUESTIONS

1. Q1: What is the minimum size standard you are looking for in a vendor/partner for this particular contract?

A1: The University welcomes proposals from vendors of all sizes.

2. Q2: What is the minimum revenue size standard you are looking for in a vendor/partner for this particular contract?

A2: We are not establishing a minimum revenue threshold. Instead, we will evaluate partners based on demonstrated capabilities, relevant experience, and their ability to meet the criteria outlined in section 1.1.4 of RFQ #2026-016.

3. Q3: Is there an anticipated or not-to-exceed budget range for the as-needed services, either annually or by project?

A3: Budgets will be determined on a campaign-by-campaign basis.

4. Q4: Who is the incumbent?

A4: This is a new RFQ. While the scope of work is specific to radio, attached are listings of vendors qualified for advertising and marketing services through RFQ#2023-039 and RFQ#2025-0230.

5. Q5: Which firm have you worked with in the past on this type of scope?

A5: None, all radio ads have been placed in-house.

6. Q6: What ad agency have you worked with on any scope of creative, media, advertising, marketing, PR, management consulting, or strategic planning work in the past year?

A6: The University developed marketing strategies in-house.

7. Q7: For how many months/years have you been running radio ads?

A7: The Universities have run radio ads for at least 30 years.

8. Q8: Is Audacy your current vendor/incumbent? Have you worked with them or any other radio corporation on any no-bid small purchase?

A8: The University of Maine System does not appear to have a relationship with Audacy. The University has worked with various radio companies.

9. Q9: Are out-of-state firms eligible to respond?

A9: Yes.

10. Q10: Are small businesses eligible to respond to this?

A10: Yes.

11. Q11: Does the University of Maine System have a small business requirement or a listing of small businesses in a repository?

A11: No.

12. Q12: Does the University apply a local vendor preference policy that would impact scoring or consideration for out-of-state vendors?

A12: Applicants will only be scored based on the criteria outlined in section 1.1.4 of RFQ #2026-016.

13. Q13: Can two companies submit a joint response? If so, does one company need to be the lead contractor, and the other company a subcontractor?

A13: No, each company needs to submit a response.

14. Q14: Once the Qualified Vendor List is established, will project work be assigned directly to selected vendors, or will future task orders, mini-bids, or scopes of work be issued on a campaign-by-campaign basis?

A14: Scopes of work will be issued on a campaign-by-campaign basis.

15. Q15: Will radio advertising efforts be integrated with other media channels (e.g., digital, social, out-of-home), and should vendors expect to align messaging or strategy with broader campaign objectives?

A15: Radio is part of a holistic marketing strategy, so all of the messaging relies on that strategy, including radio.

16. Q16: Can you provide any demographic or geographic targeting priorities that typically guide campaign strategy (e.g., statewide vs. regional focus, student age ranges, behavioral insights)?

A16: Maine is the primary geographic target. Northern New England is the second geographic target. Rarely do we geographically target Atlantic Canada. Marketing strategies are often tied to diverse demographics, due to our unique student body. The

University targets both traditional and non-traditional students. Behavior targeting is usually based on showing interest in higher education, but it is often employment-based.



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June 1, 2023

Qualification List for RFQ# 2023-039 Advertising and Marketing Consultant Services

The University of Maine

The following respondents were deemed qualified through RFQ 2023-039:

University of Maine
at Augusta

University of Maine
at Farmington

University of Maine
at Fort Kent

University of Maine
at Machias

University of Maine
at Presque Isle

University of
Southern Maine

- Allen & Gerritsen, Boston, MA
- Binnie Media-Outdoor Digital Billboard, Westbrook, ME
- Blaze Partners, Yarmouth, ME
- BSP Bret Stern Productions, Norwalk, CT 06850
- Burgess Advertising & Marketing, Falmouth, ME
- Birdsoll, Voss & Associates, Inc., Milwaukee, WI
- Carnegie, Westford, MA
- Connelly Partners, Boston, MA
- Cre8iv Co. , Windham, ME
- Cegsofi-Ebizuniverse LLC, Schaumburg, IL
- Frame Media Strategies, Portland, ME
- Jermaine Alexander Clark, LLC dba Government Content LLC, New York, NY
- Hybrid Media USA LLC, Philadelphia, PA
- Luhrs, LLC, Merrimack, NH
- Pulse Marketing Agency, Bangor, ME
- RDW Group, Providence, RI
- Rinck Advertising, Inc. Lewiston, ME
- Shine United, LLC, Madison WI
- SimpsonScarborough, Alexandria, VA
- Spark451, Westbury, NY
- Town Hall Agency, New York, NY
- Townsquare media, Portland, ME
- Wabash Consultants, LLC., Great Falls, VA



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www.maine.edu

The University of Maine

University of Maine
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University of Maine
at Farmington

University of Maine
at Fort Kent

University of Maine
at Machias

University of Maine
at Presque Isle

University of
Southern Maine

October 30, 2024

Qualified Vendor List for RFQ #2025-023, Advertising and Marketing Services

The University of Maine and the University of Maine System ("University") have determined that the following vendors are qualified through RFQ #2025-023:

5by5, Inc; Brentwood, TN
A to Z Communications; Pittsburgh, PA
535media; Pittsburgh, PA
Blueberry Broadcasting, LLC; Rockland, ME
Dougherty, Clifford & Wadsworth Corporation; Ronkonkoma, NY
GBSA, Inc dba Graystone Group Advertising; Trumbull, CT
Hawk Marketing; Moncton, New Brunswick, Canada
Jakala North America Corporation; New York, NY
King's Education; Los Angeles, CA
Kiosk Creative LLC; Novato, CA
TideSmart Global; Falmouth, ME
TRAFFIK, LLC dba TRAFFIK Edu, Irvine, CA
Vital Design; Portsmouth, NH
WGME, Inc dba WGME-TV; Portland, ME