

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1437

ISSUE DATE: January 30, 2014

TITLE: *TV Media Buy and Ad Placement to Increase Awareness of the Dangers of Youth Cigar Use – Baltimore Metropolitan Area*

PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING YOUR PROPOSAL

THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07

This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <https://emarketplace.buyspeed.com/> to begin the process, and then follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR number on the Bid Form.

Summary Statement

The Center for Tobacco Prevention and Control (hereafter referred to as CTPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting for a four (4) week media buy and ad placement on network TV station(s) in the Baltimore Metropolitan Area for an existing health communications campaign to increase awareness about the dangers of youth cigar use.

A single contract will be awarded to the Offeror that best meets the needs of the evaluation criteria. The anticipated term of the contract resulting from this solicitation will begin *on or about* February 24, 2014 through April 30, 2014.

Funds for this promotion are available through a cooperative agreement between DHMH and Centers for Disease Control and Prevention (CDC), and are contingent upon continued federal support for this promotion. *Funds may not be used to finance tobacco use cessation (counseling or products) or to finance lobbying for legislation.* **Proposals must equal \$25,000.**

Background

According to the 2010 Maryland Youth Tobacco Survey, youth cigarette use has decreased by 40% from 2000 to 2010 compared to an increase in youth cigar use by 11% during that same time frame. Cigarette and cigar use rates among underage youth are now virtually equivalent.

In order to address this disturbing trend, CTPC launched a health education communications campaign in 2011 – *The Cigar Trap*. This campaign aimed at increasing the awareness of parents of the dangers of youth cigar use. The campaign intended to dispel myths about cigar use to show that cigar products are NOT a safer alternative to cigarettes; cigars DO contain the same cancer-causing chemicals as cigarettes; cigars ARE just as addictive as cigarettes; and youth ARE using these products – specifically little cigars and cigarillos. The campaign messaging revealed that cigars are affordable, attractive and attainable to youth as they are available in a myriad of seemingly harmless fruit and candy flavorings such as grape, cherry, peach, and chocolate. Sweet flavorings mask the harshness of tobacco and make the products more enticing. Little cigars and cigarillos are accessible and can be sold individually, making them as affordable as a candy bar or ice cream cone. Information about the campaign may be found at www.TheCigarTrap.com.

Mass media constitutes a powerful tool through which timely and critical health-related messaging may be presented. TV remains a popular media outlet that can reach a large number of people – multiple times – within a geographic region. Thus, TV media represents a great opportunity for public health professionals to promote health messaging.

CTPC wants to further campaign messaging by airing ~~(:60s), (:30s), and (:15s)~~ TV ads. The target ~~audience for the ads are~~ audience for the ads is parents with children between the ages of 10-20. The ads will complement other media campaign components. ~~As noted, Ads will be available in~~ available in (:60s), (:30s) and (:15s) versions ~~of the ad will be available~~, with the (:30s) and (:15s) spot being an abbreviated version of the (:60s) spot. TV ads that are ready to air will be provided to the selected Offeror upon award in broadcast-ready formats. ~~Ads will be available in English and Spanish.~~

The Baltimore Metropolitan Area includes some of the larger more populated and diverse counties and cities in Maryland. Placing ads in this metropolitan area will reach a large segment of the target audience and will ensure messaging reaches populations using cigar products at higher rates.

Scope of Work

The selected Offeror shall:

- A. Provide a work plan outlining the media buy/ad placement that includes a specific timeline of placement for all ads and added value components.
- B. Provide a schedule including network station(s), days, and times of where and when the spots would air on the network(s), focusing on times of high viewership, paying close attention to the target population – parents of youth ages 10-20 years old. Provide rationale for station(s) and schedule selected. Ads will be provided to the selected Offeror upon award in a broadcast-ready format.
- C. Place the TV ads as per the approved placement schedule and work plan.
- D. Provide a report of when media actually occurred due within five days of final ad airtime.
- E. Provide at least one value added component (community event, news story, etc.) to further the reach of *The Cigar Trap* campaign.

- F. Provide a summary report providing details of the contract deliverables, including final ad air times; any deviations, modifications, and/or 'make goods' from the original placement schedule and work plan; reach and frequency data; and description of added value components, due no later than April 30, 2014.

Ownership and Rights of Materials

Work produced as a result of this solicitation is and shall remain the sole property of the Department. The selected Offeror agrees that, at all times during the term of this contract and thereafter, the works created and services performed shall be “works made for hire” as that term is interpreted under the federal copyright law. **All materials developed will remain the property of the State of Maryland. All design and production related fees must be included in the final bid price.**

If any additional media is developed, final products must be available for the perpetual use of the Department for future campaigns at no additional cost. If talent is used, all talent fees and other related costs must be bought out for the indefinite use by the Department. Signed contracts and proof of talent buy-out must be provided to the Department to keep on file. If stock photo and/or artwork are purchased, proof of buy-out must be provided to the Department to keep on file. The selected Offeror shall provide all material files in a variety of electronic formats as deemed necessary by the Department.

Mandatory Requirements

This solicitation has been designated as a Small Business Reserve (SBR). Selected Offerors **must** be registered as an SBR in order to submit a proposal.

Selected Offerors may not currently work with or have a history of working with the tobacco industry.

Proposal Submissions

The Offeror shall complete the attached Bid Form (page 7) and send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than six (6) pages (this excludes budget, budget narrative, and any attachments regarding organizational capabilities). One original and three (3) copies should be mailed or hand-delivered to the Procurement Officer.

Technical proposals shall include:

- A. Background Information:
 - 1. Organization Name
 - 2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
 - 3. The Offeror’s small business reserve number and federal identification number.

- B. The Offeror's experience with television media buys in the targeted region; a minimum of two (2) letters of recommendation must be submitted from other agencies with whom the Offeror has collaborated or from former or current clients.
- C. The Offeror shall submit a work plan that includes a timeline for placement of TV ads and added value components. ~~The work plan shall also include the number and length of all of the ads the Offeror will use.~~
- D. The Offeror shall submit a media schedule that reflects the total number and length of ads that shall be aired, -at what times the ads shall be aired and on what station(s) for a four (4) week period *on or about* March 17, 2014 through April 14, 2014, paying close attention to the target population – parents of youth ages 10-20 years old-. The Offeror shall recommend to the Department the most advantageous combination of air time for (:60s) and (:30s) ads; however, at least 40% of the spots aired shall be (:60s) versions. The Offeror shall use their expertise in providing a recommendation and rationale to the Department for the allocation of the remaining 60% of the spots. Ads in (:15s) versions will be available for added-value promotions only, should the Offeror choose to use them.
- ~~E.~~—The Offeror shall provide the viewer profile of station(s) selected (including the counties where the spots will air) and provide rationale for the particular station(s) and schedules as to how they will capture the Department's target audience.
- ~~F.E.~~_____
- ~~G.~~—~~The Offeror shall identify the total number of ads that shall be aired during the four week period.~~
- ~~H.F.~~_____ The Offeror shall describe promotional added value (i.e. community event, news story, etc., as well as additional spots, if applicable) and include the actual dollar amounts that will be offered to the State. Fifteen second versions of the ad will be available for added value components, should the Offeror choose to use these.
- ~~I.G.~~_____ Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated. If the Offeror is receiving other funding for tobacco control efforts, please describe how this funding is being used and the source of the funding.
- ~~J.H.~~_____ Offerors shall submit a completed Bid Form (page 7), and provide a separate line item budget and narrative (Attachment A).

Award

An award will be made on the basis of the most advantageous offer to the State of Maryland considering price *and* the evaluation criteria found in this solicitation.

Evaluation Criteria of Proposal

The State will evaluate proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. How experienced is the Offeror in providing media buys in the region?
- B. How strong are the letters of recommendation?
- C. Does the Offeror's proposal provide a work plan that includes a realistic timeline for placement of the TV ads?
- D. Does the Offeror's proposal provide a clear schedule and rationale of when the ads shall run, provide a clear audience profile that identifies the station(s) selected, and are the proposed times sufficient to reach the Department's target audiences?
- E. Does the Offeror's proposal provide number of ads that will maximize State resources?
- F. How strong is the Offeror's value-added component?
- G. Does the Offeror have any conflicts of interest?
- H. Does the Offeror provide a clear and rational budget and budget narrative that is all inclusive of proposed services?

Contract Term

The term of this contract shall be on or about February 24, 2014 through April 30, 2014.

Billing

Payment will be made by CTPC upon receipt of acceptable deliverables and invoices from the selected Offeror. The selected Offeror shall bill the Department 50% upon receipt of the contract. The remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice and summary report from the selected vendor. **Invoices must be on company letterhead and include vendor's name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, and signature in order to be processed.**

BID SUBMISSION INFORMATION

Interested parties should submit bids using the attached "Bid Form" as a cover sheet; see page 7. The final bid must include ALL final costs for completing the project.

SUBMISSION DEADLINE

Bids must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 10:00 a.m. on February 12, 2014** in order to be considered. Submission envelope must show the Procurement ID number. **Only one bid per envelope.**

Bidders who hand-deliver proposals are requested to please ask the building's security desk for a visiting pass and go to the third (3rd) floor, room 306 and ask for Michael Trombetta. *NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders that have a courier deliver proposals are requested to please ask the building's security desk to telephone the PROCUREMENT OFFICER (Michael Trombetta, 410-767-5039).

*NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders who mail proposals should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Proposals and/or unsolicited amendments to proposals arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the offers must confirm, at least 60 minutes before the deadline, that the proposals were received in PHPA Procurement. **PHPA is not responsible for proposals dropped off in the mailroom.** Questions regarding this solicitation should be directed (**By e-mail only**, no phone call will be accepted) to the PROCUREMENT OFFICER.

NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.

PROCUREMENT OFFICER:
Michael J. Trombetta
Agency Procurement Specialist II
201 W. Preston Street
Baltimore, Maryland 21201
Voice: [410-767-5039](tel:410-767-5039)
michael.trombetta@maryland.gov

ISSUING OFFICE:
Dana Moncrief
Chief, Division of Federal and Statewide
Tobacco Control Initiatives
Center for Tobacco Prevention and Control
201 West Preston Street
Baltimore, MD 21201
Phone: 410-767-5316

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO
RESPOND TO THIS SOLICITATION**

Bid Form

PROCUREMENT

I.D. NUMBER: PHPA-S1437

ISSUE DATE: January 27, 2014

TITLE: *TV Media Buy and Ad Placement to Increase Awareness of the Dangers of Youth Cigar Use – Baltimore Metropolitan Area*

A. Offeror Information:

Vendor Name: _____

Federal Tax ID (FEIN#): _____

Contact Person: _____

Address: _____

Telephone/Email: _____

Fax: _____

SBR Number: _____

B. Total number of ~~ads that shall air:~~ the target population expected to be reached: _____

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C. Total number of (:30s) ads that shall be aired: _____

Total number of (:60s) ads that shall be aired: _____ Total
number of times that the ads shall be aired: _____

D. —

—Total cost* of all TV sponsorship

\$ _____

**Total Cost must equal \$25,000 (excluding added value components)*

Signature

Date

Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in BBN PHPA-S1437.

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Attachment A

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from _____ to _____

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Other direct costs (please explain)	
Total DIRECT Costs	
Indirect Cost ¹	
TOTAL COST	

TITLE OF PROJECT: _____

¹ Indirect cost may not exceed 7% of personnel in item 1.

AGENCY NAME: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

FEDERAL IDENTIFICATION NUMBER: _____

* Include Budget Narrative on a separate page.