

## **BID BOARD NOTICE**

**PROCUREMENT ID NUMBER: PHPA-S1902**

**EMARYLAND MARKETPLACE BID NUMBER: MDM0031020498**

**ISSUE DATE: April 30, 2015**

**TITLE: Bulletin Size Billboard (14' x 48') Ad Placement to Promote Responsible Tobacco Retailing-- I-83 (Jones Falls Expressway) & I-95, Baltimore Metro Area**

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

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This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <http://emaryland.buyspeed.com/bsr> 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 page.

### **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 bids to place ads on Bulletin-size billboards (14' x 48') on Interstate 83 and Interstate 95 in the Baltimore Metro area for four (4) weeks. The ads will support initiatives to promote responsible tobacco retailing in sales outlets, change community norms, and reinforce that selling tobacco to youth under the age of 18 is in violation of local, state and federal laws.

A single contract will be awarded. Bidders must first meet all of the mandatory requirements; afterwards an award will be made on the basis of the most advantageous offer to the State of Maryland considering lowest price and that requirements listed in the Scope of Service are met. The anticipated term of the contract resulting from this solicitation will begin *on or about* May 15, 2015 through June 30, 2015. **Bids must not exceed \$25,000.**

### **Background**

Tobacco use remains the number one cause of preventable death and disease in the United States. Currently, more than 480,000 Americans lose their lives each year due to smoking-related

diseases, with almost 90% of these smokers starting in their teens. If current trends continue, 5.6 million youth who are currently under the age of 18 will ultimately die prematurely in their adult lives from smoking. Each day in the United States, more than 3,200 youth (younger than 18 years of age) smoke their first cigarette and another 2,100 youth and young adults who are occasional smokers progress to become daily smokers.<sup>1</sup> Efforts focusing on preventing youth tobacco initiation, and helping those who do use to quit should remain in the forefront of public health initiatives.

Retailers play an important role in preventing youth tobacco initiation by eliminating or reducing access to tobacco. In fact, retailer behavior is the strongest predictor in the sale of cigarettes to youth;<sup>2</sup> youth who perceive cigarettes as easy to get are more likely to become regular smokers than those who perceive them as hard to get.<sup>3</sup> Underage smokers who are older are more likely than younger smokers to buy cigarettes directly in stores and become regular smokers.<sup>4</sup> Youth who are regular smokers are also the most likely to supply other youth with tobacco products.<sup>5</sup>

Data from the 2013 MD YTRBS shows that asking for photo identification does reduce cigarette sales to underage youth. When Maryland tobacco retailers requested to see photo identification, 32.7% of underage youth succeed in buying cigarettes— compared with a 78.7% success rate when photo identification is not requested.<sup>6</sup>

CTPC is looking to place out of home print ads on 14' x 48' Bulletin-size billboards along I-83 (Jones Falls Expressway) and I-95 in the Baltimore Metro area for (4) four weeks. CTPC will provide two (2) separate creative to the selected Bidder in high resolution and workable formats upon award: one featuring a female retailer and one featuring a male retailer. The primary target audience for the ads are retailers who sell tobacco products, with a secondary audience of youth under 18. Ads will direct viewers to visit [www.NoTobaccoSalesToMinors.com](http://www.NoTobaccoSalesToMinors.com).\*

### **Scope of Service**

The selected Bidder shall provide the following:

- A. One (1) billboard shall be placed along Interstate 83 (Jones Falls Expressway) in the Baltimore Metro area near (and visible to) retail outlets that sell tobacco. Billboards shall be

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1 U.S. Department of Health and Human Services. *The Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Printed with corrections, January 2014.

2 Klondoff, A & Landrine, H, "Predicting youth access to tobacco: the role of youth versus store-clerk behavior and issues of ecological validity," *Health Psychology* 23(5):517-524, September 2004.

3 Doubeni, C, et al., "Perceived Accessibility as a Predictor of Youth Smoking," *Annals of Family Medicine* 16(1):137-45, July/August 2008.

4 Substance Abuse & Mental Health Services Administration, U.S. Dept of Health & Human Services, 2003 National Survey on Drug Use and Health, September 9, 2004. <http://www.oas.samhsa.gov/nhsda.htm#NHSDAinfo>.

5 Campaign for Tobacco-Free Kids Factsheet, Where Do Youth Smokers Get Their Cigarettes, <http://tobaccofreekids.org/research/factsheets/pdf/0073.pdf>.

6 Monitoring Changing Tobacco Use Behaviors: A Report to the Maryland General Assembly and Governor, Fiscal Year 2013. (2014, August). Baltimore, MD: Maryland Department of Health and Mental Hygiene <http://phpa.dhmm.maryland.gov/ohpetup/Documents/HG%2013-1004%20-%20PHPA%20-%20Biennial%20Tobacco%20Study%20.pdf>

\*Website currently under development.

stationary, non-digital, and Bulletin-size (approx. 14' x 48'). Placement shall maximize viewership of the target audience.

- B. Two (2) billboards shall be placed along Interstate 95, one (1) Northbound and one (1) Southbound, in the Baltimore Metro area near (and visible to) retail outlets that sell tobacco. Billboards shall be stationary, non-digital, and Bulletin-size (approx. 14' x 48'). Placement shall maximize viewership of the target audience.
- C. The total number of impressions for the campaign must be at least 3.5 million. Documentation/schedule showing location and expected reach of the target audience must be provided.
- D. The selected Bidder shall be responsible for providing minor edits to the creative files – re-sizing and adjustment of the text, if needed. High-resolution and workable files will be made available to the selected Bidder upon award in 14' x 48' Bulletin-size. Once edits have been completed and approved by the Department, the selected Bidder shall ensure files are as “camera-ready” artwork in the specifications necessary for printing and placing the billboard media.
- E. The selected Bidder shall produce (print, set-up, install and remove) all ads. All billboards shall be placed for four (4) weeks, beginning on June 1, 2015 and ending on June 28, 2015. A mix of ads featuring a female retailer and male retailer must be used. Placement shall maximize viewership of the target audience.
- F. The selected Bidder shall provide the Maryland Center for Tobacco Prevention and Control a summary report with proof of deliverables and representative samples of all placements. In addition, the summary report will describe campaign reach (impressions, Gross Rating Points, and any additional measure of campaign effectiveness), due no later than **June 30, 2015**.

### **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 Bidder 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, production, and printing-related fees must be included in the final bid price.**

Final products must be available for the perpetual use of the Department for future campaigns at no additional cost. The Department will have final approval on the final billboard. All materials, including component pieces, will be the property of and solely owned by the Department.

If changes are made to the original creative, the selected Bidder shall provide all final products in “ready to use” formats. All print materials shall be packaged and sent in both high resolution

PDF formats (300 dpi at full size or better) and their original file formats (I.e., InDesign, Photoshop, Illustrator, etc.). Any vector based graphics shall be submitted in their original, editable file formats. The selected Bidder shall provide a summary document outlining all of the specs (I.e., fonts, colors, etc.) used in the designs, so the Department may use the ads in the future. The selected Bidder shall provide all material files in a variety of electronic formats (I.e., JPEG, PDF, gif, tif, DVD copies, etc.) as deemed necessary by the Department.

### **Mandatory Requirements**

- 1) This solicitation has been designated as a Small Business Reserve (SBR). You must be registered as an SBR in order to submit a bid.
- 2) Selected Bidder may not currently work with or have a history of working with the tobacco industry.
- 3) The Bidder shall submit a brief summary of their experiences placing ads on billboards, including years of experience; the ability to reach a minimum number of impressions; and the ability to complete all aspects listed in the Scope of Service. The Bidder must have a minimum of three (3) years of experience placing ads on billboards.
- 4) The total number of impressions for the campaign must be at least 3.5 million. Documentation/schedule showing location and expected reach of the target audience must be provided.

### **Contract Term**

The term of this contract shall be *on or about* May 15, 2015 through June 30, 2015.

### **Billing**

Payment will be made by the Center for Tobacco Prevention and Control upon receipt of acceptable deliverables and invoices from the Contractor. The selected Bidder 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, contract dates, Blanket Purchase Order (BPO) number, and signature in order to be processed.**

### **Award**

This is a multi-step bid. Vendors must first meet all of the mandatory requirements; afterwards an award will be made on the basis of the most advantageous offer to the State of Maryland

considering lowest price and that requirements listed in the Scope of Service are met. *Bids exceeding \$25,000 will not be accepted.*

### **TIE-BIDS**

If bids are received from responsive and responsible bidders that are identical in total price, terms and conditions, and which meet all the requirements set forth in the Invitation of Bids, an award will be made in accordance with COMAR 21.05.02.14B.

If a tie still exists, the bidder who provides the highest number of impressions for the campaign shall be used to determine the successful bidder.

### **BID SUBMISSION INFORMATION**

**Interested parties should submit their bid with a completed “Bid Form” in a single envelope with the Procurement Officer information and the Procurement ID clearly marked. The 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 12:00pm NOON on May 12, 2015** in order to be considered. Submission envelope must show the Procurement ID number. **Bidders cannot submit multiple responses and only one bid permitted per envelope.**

Bidders who hand-deliver bids are requested to please ask the building’s security desk for a visiting pass and go to the third (3<sup>rd</sup>) floor, room 306 and ask for Chuck Bailey. \*NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders that have a courier deliver bids are requested to please ask the building’s security desk to telephone the PROCUREMENT OFFICER (Chuck Bailey, 410-767-5601). \*NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders who mail bids should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Bids and/or unsolicited amendments to bids 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 bids were received in PHPA Procurement. **PHPA is not responsible for bids 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.

**DHMH Procurement Officer**

Chuck Bailey  
Procurement Specialist  
MD DHMH  
201 W. Preston St.  
Baltimore, MD 21201  
Phone: 410-767-5601  
[chuck.bailey@maryland.gov](mailto:chuck.bailey@maryland.gov)

**ISSUING OFFICE:**

Dana Moncrief  
Chief, Statewide Public Health Initiatives  
MD DHMH  
Center for Tobacco Prevention and Control  
201 West Preston Street  
Baltimore, MD 21201

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

# Bid Form

**PROCUREMENT ID NUMBER: PHPA-S1902**

**ISSUE DATE: April 30, 2015**

**TITLE: Bulletin Size Billboard (14' x 48') Ad Placement to Promote Responsible Tobacco Retailing-- I-83 (Jones Falls Expressway) & I-95, Baltimore Metro Area**

## A. Bidder Information:

Vendor Name: \_\_\_\_\_  
Federal Tax ID (FEIN#): \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone/Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
SBR Number: \_\_\_\_\_

## B.

Interstate	Number of Billboards	Expected Impressions	Cost
I-83	1		
I-95	2		
<b>Total Placement</b>	3		

**C. Total Cost of Campaign \$**\_\_\_\_\_

*\*Total Costs exceeding \$25,000 will be rejected.*

The bid must include ALL final costs for completing the project.

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**Signature**

**Date**

Vendor signature and date certifies that bid submission is correct and that vendor agrees to perform all services stated in BBN PHPA-S1902.