

**Date:** September 7, 2017  
**To:** All bidders  
**Title:** ADVERTISING REQUIREMENT OF THE NIAGARA REGION  
**Reference No.:** 2017-RFPQ-06  
**From:** Wei Chen (Tim), Purchasing Agent, ext. 3470

**Note:**

Niagara Region has determined that it is necessary to provide additional information relating to the above referenced Request for Pre-Qualification.

This addendum forms an integral part of the above referenced Request Pre-Qualification. Such addenda may contain important information, including significant changes to the above referenced Request Pre-Qualification.

## **Addendum No. 1**

### **Questions and Answers**

**Q1: Will there be another RFPQ issued for digital advertising?**

A1: Niagara Region has no current plans of issuing a specific request for pre-qualification document regarding digital advertising. That said, page 9 of the RFPQ asks for the proponents to provide online (digital) advertising options in line with the rate table. Proponents are free to include as much digital advertising material as they feel appropriate.

**Q2. Will we be receiving a separate RFPQ for digital advertising from the Niagara Region or is this all covered as we do have 22 solutions such as SEM, SEO, Programmatic, Content Marketing etc.**

A2. There are no current plans to issue an RFPQ specifically related to digital advertising. Proponents should refer to last bullet on page 9 of the RFPQ document which states "Other rate card requirements include: Online advertising options and rates at that specific tier". Proponents are free to include as many digital advertising options as they feel appropriate.

**Q3. The cost per column inch varies on our rate cards. Do I make this a range?**

**A3.** We appreciate that column inch rates will fluctuate based on volume, frequency and distribution areas. Therefore, in order to ensure Niagara Region can comparator all proposals fairly, we ask for the proponents to provide their column inch rate for the following scenario:

- One, 20 column-inch ad
- black and white
- Run only once
- In all areas/zones
- On the day of highest circulation

cc: File, as referenced above.  
Project Manager: Daryl Barnhart

**End of Addendum**