

**RETURN BIDS TO:**  
**RETOURNER LES SOUMISSIONS À:**  
**Bid Receiving - PWGSC / Réception des soumissions**  
**- TPSGC**  
**11 Laurier St. / 11, rue Laurier**  
**Place du Portage, Phase III**  
**Core 0A1 / Noyau 0A1**  
**Gatineau**  
**Québec**  
**K1A 0S5**  
**Bid Fax: (819) 997-9776**

**Revision to a Request for Supply  
Arrangement - Révision à une demande  
pour un arrangement en matière  
d'approvisionnement**

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Solicitation remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'invitation demeurent les mêmes.

**Comments - Commentaires**

**Vendor/Firm Name and Address**  
**Raison sociale et adresse du**  
**fournisseur/de l'entrepreneur**

**Issuing Office - Bureau de distribution**  
Communication Procurement Directorate/Direction de  
l'approvisionnement en communication  
360 Albert St. / 360, rue Albert  
12th Floor / 12ième étage  
Ottawa  
Ontario  
K1A 0S5

<b>Title - Sujet</b> RFSA National Advertising	
<b>Solicitation No. - N° de l'invitation</b> EP361-130020/A	<b>Date</b> 2013-04-26
<b>Client Reference No. - N° de référence du client</b> EP361-13-0020	<b>Amendment No. - N° modif.</b> 004
<b>File No. - N° de dossier</b> cz003.EP361-130020	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-002-62524	
<b>Date of Original Request for Supply Arrangement</b> 2013-04-02 <b>Date de demande pour un arrangement en matière d'app. originale</b>	
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2013-05-09</b>	<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT
<b>Address Enquiries to: - Adresser toutes questions à:</b> Sigouin, Myriam	<b>Buyer Id - Id de l'acheteur</b> cz003
<b>Telephone No. - N° de téléphone</b> (613) 990-6696 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Delivery Required - Livraison exigée</b>	
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	
<b>Security - Sécurité</b> This revision does not change the security requirements of the solicitation. Cette révision ne change pas les besoins en matière de sécurité de l'invitation.	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

<b>Acknowledgement copy required</b> <b>Accusé de réception requis</b>	<b>Yes - Oui</b> <input type="checkbox"/>	<b>No - Non</b> <input type="checkbox"/>
<b>The Offeror hereby acknowledges this revision to its Offer.</b> <b>Le proposant constate, par la présente, cette révision à son offre.</b>		
<b>Signature</b>	<b>Date</b>	
Name and title of person authorized to sign on behalf of offeror. (type or print) Nom et titre de la personne autorisée à signer au nom du proposant. (taper ou écrire en caractères d'imprimerie)		
<b>For the Minister - Pour le Ministre</b>		

This revision is raised to advise all Suppliers of the questions and answers pertaining to the Request for Supply Arrangement and to amend the Request for Supply Arrangement.

## QUESTIONS AND ANSWERS

### Question 43:

In both RFP's Requirement 2 - Experience of the Offeror / Supplier asks: "...business volume by media. Estimated % of gross billings allocated to the following media..."

" On the conference call April 11th it was mentioned that the question changed to revenue instead of gross billings -would you please confirm this is correct?

### Response 43:

See amendment. The requirement has been modified.

## AMENDMENT TO THE REQUEST FOR SUPPLY ARRANGEMENT

At Annex C - Technical and Financial Evaluation, under C.2.1 Experience of the Supplier - Requirement 2

### Delete:

The Supplier should provide the following details on their firm's business volume by media:

	Current Year	Previous Year	Previous 2 Years
Total revenue (i.e. net of media costs) for each of the following media:			
– TV			
– Print			
– Radio			
– Digital (search, display, etc.)			
– Out-of-Home			
– Cinema			
– Other (specify)			

**Insert:**

A. The Supplier should provide the percentage of their business volume (net of media cost) in each of the following media types for the last three years.

Type of media	Most recent completed fiscal year (%)	Previous Year (%)	Two Years Previous (%)
<ul style="list-style-type: none"> <li>- TV</li> <li>- Print</li> <li>- Radio</li> <li>- Digital (search, display, etc.)</li> <li>- Out-of-Home</li> <li>- Cinema</li> <li>- Other (specify)</li> </ul>			

B. The Supplier should describe their firm's understanding of the unique characteristics of each medium, and how they are applied to an advertising/marketing campaign. (Limit 300 words)

**ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR SUPPLY ARRANGEMENT REMAIN UNCHANGED**

If your proposal has already been submitted it can be modified by sending an amendment identified with file no. EP361-130020/A to the attention of the Bid Receiving Unit, Public Works and Government Services Canada, Place du Portage, Phase III, Main Lobby, Core A1, 11 Laurier St., Gatineau, Quebec, K1A 1C9.