

Questions 9-10 to CMHC RFP for Marketing and Advertising Services for Granville Island,

Vancouver, British Columbia, File # 201401458

Question 9

Section 1.2 of the RFP states that *“it is anticipated that the value of this contract will not exceed \$140,000.00 annually, excluding taxes, for strategy development and creative work. An additional amount not exceeding \$180,000.00 annually, excluding taxes, for advertising space purchase will be part of this contract.”*

Appendix D only has space for anticipated hours and hourly rates for five positions. Does it mean that its total for ad agency services should not exceed \$140,000.00? And that \$180,000.00 is an extra amount for advertising space purchase?

Answer 9

Yes, the fees for ad agency services should not exceed \$140,000 per year and should be presented in the pricing table attached in Appendix D. The additional \$180,000 annual budget is for media buy only.

Question 10

Can you please provide any other clear pricing proposal format or a sample proposal?

Answer 10

No additional pricing format will be provided