

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 0B2 / Noyau 0B2
Gatineau
Québec
K1A 0S5
Bid Fax: (819) 997-9776

SOLICITATION AMENDMENT
MODIFICATION DE L'INVITATION

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

Title - Sujet Advertising Technology Provider	
Solicitation No. - N° de l'invitation EP361-150005/A	Amendment No. - N° modif. 005
Client Reference No. - N° de référence du client EP361-15-0005	Date 2015-04-10
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-008-66975	
File No. - N° de dossier cz008.EP361-150005	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2015-04-22	Time Zone Fuseau horaire Eastern Daylight Saving Time EDT
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Granger, Dominique	Buyer Id - Id de l'acheteur cz008
Telephone No. - N° de téléphone (613) 990-4033 ()	FAX No. - N° de FAX (613) 949-1281
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:	

Instructions: See Herein

Instructions: Voir aux présentes

Delivery Required - Livraison exigée	Delivery Offered - Livraison proposée
Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur	
Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
Signature	Date

Solicitation No. - N° de l'invitation

EP361-150005/A

Amd. No. - N° de la modif.

005

Buyer ID - Id de l'acheteur

cz008

Client Ref. No. - N° de réf. du client

EP361-15-0005

File No. - N° du dossier

cz008EP361-150005

CCC No./N° CCC - FMS No/ N° VME

Amendment 005

This amendment is raised to answer questions from bidders.

Question 12

My question is in reference to the requirements for data to be stored in Canada. Is this only related to the data that is managed through a DMP or are there other areas where that might apply?

Answer 12

As indicated under Part 5 – Certifications, 5.1.3.7 Computing Infrastructure Capabilities, the bidder must certify that: “all data collected and stored as part of the Contract will remain in Canada and reside on computing infrastructure located in Canada, only accessible in Canada by authorized users.” This means any platform used to collect and store data as part of the contract, which includes, but may not be limited to, the DMP.

Question 13

Do you have an idea of the value of this contract? It mentioned volume up to 700,000,000 impressions and 2 million clicks but that's just media correct? Not inclusive of DMP, ad-serving, service agreements etc. Essentially the budget per annum?

Answer 13

Yes, the volume mentioned in Annex “B” – Basis of Payment and Financial Evaluation, refers to media activities (700,000,000 impressions and 2 million clicks). The Government’s annual budget not including the DMP, the ad server, service agreements (i.e. work authorizations), etc., is not provided in this RFP, as it is based on obtaining overall best value for money for the services required, as described in Annex “A” – Statement of Work. The steps that will be followed to determine the value of each proposal are indicated in section B.2 – Financial Evaluation (Annex “B”).

**ALL OTHER CLAUSES AND CONDITIONS OF THIS REQUEST FOR PROPOSAL
REMAIN UNCHANGED**