



Request for Quotations (RFQ)
Media Monitoring Services
Reference #: NGC113374
Buy and Sell Reference #: PW-18-00811961
January 30, 2018

ADDENDA # 1

This Addendum forms part of the contract documents and is to be read, interpreted, and coordinated with all other parts. The cost of all contained herein is to be included in the contract sum. Acknowledge receipt of this Addendum by inserting its number and date on the Tender Form, specifically article G.2.

1. Are you looking for one company to provide you with both general media monitoring and social media monitoring services or are you open to accepting a bid from us solely on social media monitoring services?

NGC Answer: We are looking for one company to provide media monitoring services for print, social and broadcast media in one package.

2. For how many separate users will the Gallery require access?

NGC Answer: Between four and six

3. How does the Gallery define international print and broadcast coverage? Are there specific countries of interest?

NGC Answer: The specific countries of interest include: USA, UK, France, Italy, Germany, Belgium, Hong Kong. When NGC organizes an exhibition featuring the work of artists practising in a foreign country, we would like to have that country monitored during the duration of the exhibition. For example, if we mount a show about or by Mexican artists, we expect the media monitoring service to cover Mexico.

4. Would the Gallery also like a quote for monitoring Canadian magazine coverage (ex. Canadian Art Magazine)?

NGC Answer: Yes, magazine coverage is included in our definition of print, digital and social media.

5. What is the budget for this project?

NGC Answer: We are not able to provide this information.

6. Who is the incumbent provider?

NGC Answer: NGC is not currently using a media monitoring service.



7. Section C.2 – Scope of Services describes a requirement for monitoring of French Media. CEDROM-SNi provides access to the vast majority of French-language print media in Canada. We can help arrange a license with CEDROM-SNi for the Gallery, but in order for us to obtain and provide an accurate quote, can you please provide the following information:

- a. Do you currently have a direct license with CEDROM-SNi?

NGC Answer: The Gallery does not have a license with CEDROM-Sni.

- b. If not:

- i. What is the number of internal viewers/readers of French-language print coverage?

NGC Answer: The same four to six people will need direct access.

- ii. What is the approximate number of French-language print articles required monthly?

NGC Answer: We expect the media monitoring service to monitor the major French publications in Canada- Le Devoir, La Presse, Le Soleil, Le Journal de Montréal, etc.... as well as major French art publications in Europe. The number of print articles largely depends on the number of times NGC is featured in the media.

8. Is unlimited data required? How about historical data? If historical data is required, can you let us know how far along in history you want data from?

NGC Answer: Historical data is only required on a case by case basis. For example, we may ask for Sobey Art award coverage for the past two years, or coverage of a certain exhibition that took place three years ago.

9. Can you please clarify the level of support required (i.e.: for how many people, for hour long, hours of support required, preferred formats for delivery).

NGC Answer: NGC would like a training session to learn how to use the service and take advantage of all the offerings. It is up to the service to decide the best way to train people on their service. NGC would like the ability to ask questions about the service when needed. For example: We would like to contact a rep to ask questions like: “how do you access the names of the bloggers writing about NGC?”

10. How many users will be using our platform?

NGC Answer: Please refer to Question #2

11. Approximately how many search keywords are you hoping to use?

NGC Answer: Hard to answer because we would have different key words for different projects and exhibitions.