



**RETURN BIDS TO:  
RETOURNER LES SOUMISSIONS À:**

Giulia Brad  
giulia.brad@tpsgc-pwgsc.gc.ca

**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

<b>Title - Sujet</b> Advertising RFI AOR ATP	
<b>Solicitation No. - N° de l'invitation</b> EP361-190010/A	<b>Amendment No. - N° modif.</b> 001
<b>Client Reference No. - N° de référence du client</b> EP361-19-0010	<b>Date</b> 2018-06-05
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$CZ-025-74897	
<b>File No. - N° de dossier</b> cz025.EP361-190010	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2018-06-26</b>	<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Brad, Giulia	<b>Buyer Id - Id de l'acheteur</b> cz025
<b>Telephone No. - N° de téléphone</b> (613) 990-3814 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

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

Solicitation No. - N° de l'invitation  
EP361-190010/001/CY  
Client Ref. No. - N° de réf. du client  
EP361-19-0010

Amd. No. - N° de la modif.  
001  
File No. - N° du dossier  
cy025.EP361-190010

Buyer ID - Id de l'acheteur  
cy025  
CCC No./N° CCC - FMS No./N° VME

## AMENDMENT 001

**This reason for this amendment is to advise all potential respondents of the questions and answers pertaining to this Request for Information.**

### QUESTIONS AND ANSWERS

**Question 1:** This is largely related to media planning, buying and reporting, correct? The role Cossette is currently playing?

**Answer 1:** This Request for Information (RFI) relates to media planning, buying, reporting and ad verification. These services are currently rendered by two suppliers: 1) Cossette, the Government of Canada's (GC) Agency of Record (AOR); and 2) AdGear, the GC's Advertising Technology Provider (ATP). Note that the way that the AOR and ATP mandates are currently structured (i.e. which services are provided by each supplier) is outlined in the RFI document, under Section A-1 Background, on page 4.

**Question 2:** Can companies from outside Ireland apply for this? (like, from India or USA)

**Answer 2:** Suppliers outside of Canada can respond to this RFI. However, it is anticipated that the Canadian Content Policy will apply to any subsequent procurement. More specifically, it is anticipated that the applicable clause would be the following: "Variety of services: For requirements consisting of more than one service, a minimum of 80 percent of the total bid price must be provided by individuals based in Canada". Please refer to [SACC Manual clause A3050T \(2014/11/27\) Canadian Content Definition](#) for more information.

**Question 3:** Will we need to come over there for meetings?

**Answer 3:** No. Any follow up one-on-one meeting or other follow up activities referred to in Section 9 of the RFI, titled Industry Consultations, can take place over the phone, via Webex or in person. Also, if Canada follows up with a supplier to schedule a one-on-one meeting, it is the supplier's decision to accept or not to partake in such meeting. As indicated in Section 9 of the RFI, participation (or the inability to participate) in such meeting will not preclude a supplier from participating in any future consultation and/or future solicitation relating to this requirement.

**Question 4:** Can we perform the tasks (related to RFP) outside Ireland? (like, from India or USA)

**Answer 4:** Suppliers outside of Canada can respond to this RFI. However, it is anticipated that the Canadian Content Policy will apply to any subsequent procurement. More specifically, it is anticipated that the applicable clause would be the following: "Variety of services: For requirements consisting of more than one service, a minimum of 80 percent of the total bid price must be provided by individuals based in Canada". Please refer to [SACC Manual clause A3050T \(2014/11/27\) Canadian Content Definition](#) for more information.

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**Question 5:** Can we submit the proposals via email?

**Answer 5:** Responses to this RFI should be submitted by email to the address identified on the tender notice. Please note that this RFI is not a bid solicitation and that no proposals are requested at this time.

**ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR INFORMATION REMAIN  
UNCHANGED.**

If your response has already been submitted it can be modified by sending an amendment identified with file no. EP361-190010/A to the attention of Giulia Brad: [giulia.brad@tpsgc-pwgsc.gc.ca](mailto:giulia.brad@tpsgc-pwgsc.gc.ca).