



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

Giulia Brad
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**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 RFI AOR ATP	
Solicitation No. - N° de l'invitation EP361-190010/A	Amendment No. - N° modif. 001
Client Reference No. - N° de référence du client EP361-19-0010	Date 2018-06-05
GETS Reference No. - N° de référence de SEAG PW-\$\$CZ-025-74897	
File No. - N° de dossier cz025.EP361-190010	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2018-06-26	
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: Brad, Giulia	Buyer Id - Id de l'acheteur cz025
Telephone No. - N° de téléphone (613) 990-3814 ()	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
EP361-190010/001/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.