



**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

<b>Title - Sujet</b> Agency of Record	
<b>Solicitation No. - N° de l'invitation</b> EP361-191751/B	<b>Amendment No. - N° modif.</b> 006
<b>Client Reference No. - N° de référence du client</b> EP361-19-1751	<b>Date</b> 2019-05-23
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-002-76931	
<b>File No. - N° de dossier</b> cz002.EP361-191751	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2019-05-28</b>	<b>Time Zone</b> Fuseau horaire Eastern Standard Time EST
<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> Ivany, Chris	<b>Buyer Id - Id de l'acheteur</b> cz002
<b>Telephone No. - N° de téléphone</b> (613) 993-0048 ( )	<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 (type or print)</b> <b>Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>	
<b>Signature</b>	<b>Date</b>

**The reason for this amendment is to include questions and answers from potential bidders.**

**Question 27:** For question 24 in amendment 5 we agree with the question that this section should be broken out into 2 parts, 1 for display and 1 for video as they have different rates. In the answer it says we should make a recommendation as per section 2.6. However, 2.6 says that the deadline for making recommendations for consideration is 20 days before the RFP is due, and we are past that deadline. So, how should this be handled?

**Answer 27:** We have considered your suggestion. Display and video should not be broken down (referencing Annex "E", Part 5: Financial Proposal Submission Form, Ad Verification Technology). The proposed rate should be integrated and account for both display and video. This structure was developed in consultation with the industry and was determined to be the most effective structure for the Government of Canada. To note – adjustments to fees and rates may be made after the Contract is awarded, in accordance with Annex "B" Basis of Payment, B.1.2 Adjustments of Fees and Rates.

---

**Question 28:** This (referencing Question 27) would also apply to Question 18 in Amendment 4. The answer provides clarity that the submission is seeking technology costs (referencing Annex "B", Basis of Payment, B.3.2.2.1 DSP); however technology costs are not calculated as a CPM, it is always a % of media spend. This would be another area that we would recommend changes be made to reflect how platform costs are calculated.

**Answer 28:** We have considered your suggestion. A CPM rate for DSP technology costs was determine to be the most appropriate structure for the Government of Canada to ensure accountability and transparency over technology costs. Annex "E", Part 3: DSP (Annex B, Basis of Payment, B.3.2.2.1), should cover technology costs, and Annex "E", Part 2: All AOR Resources and time (Annex B, Basis of Payment, B.3.2.2.1) should cover resources and time. Altogether, the structure should account for all costs. This structure was developed in consultation with the industry. To note – adjustments to fees and rates may be made after the Contract is awarded, in accordance with Annex "B" Basis of Payment, section B.1.2 Adjustments of Fees and Rates.

---

**Question 29:** For Annex E, Part 4, Ad Serving, we normally cost out the ad serving cost based upon ad format (video vs. display) with different file sizes, rather than by ad size. Would you like isolate display ads to be calculated out based on determined file sizes?

**Answer 29:** No, display should not be isolated. Proposed rates should be integrated and account for both video and display within a single set of file size thresholds for ad serving, regardless of ad format, based on the proposed structure. This structure was developed in consultation with the industry and represents the most effective structure for the Government of Canada. To note – adjustments to fees and rates may be made after the Contract is awarded, in accordance with Annex "B" Basis of Payment, section B.1.2 Adjustments of Fees and Rates.

---

**Question 30:** For Annex E, Part 3, DSP, DSP fees are usually determined as a percentage of the media cost; however, on the RFP, you are looking for a CPM for DSP usage. To make this even more complicated the fee for some DSP (i.e. DV360) will change depending if the inventory secured is on their own assets (i.e. YouTube) versus an exchange. For the purposes of this analysis, is the inventory you are evaluating programmatic display not on YouTube?

To make this apples to apples for any comparison, we will need the average CPM that you are currently using for all of their programmatic activity and then place the % of the DSP Fee to calculate the DSP fee as a CPM. Would this be ok with you? If so, what is your average CPM on programmatic digital media?

**Answer 30:** The DSP rate in Annex “E”, Part 3: DSP (Annex B, B.3.2.2.1), is for **technology costs only**. This should account for all DSP technology platforms required to enable the execution of programmatic buys across all ad exchanges and trading platforms, as described in Annex “A” Statement of Work, A.4.2.2.2 DSP. Annex “E”, Part 2: All AOR Resources and time (Annex B, B.3.2.1) should cover resources and time. Altogether, the structure should account for all costs. A CPM rate for DSP technology costs was determined to be the most appropriate structure for the Government of Canada to ensure accountability and transparency over technology costs. This structure was developed in consultation with the industry. To note – adjustments to fees and rates may be made after the Contract is awarded, in accordance with Annex “B” Basis of Payment, section B.1.2 Adjustments of Fees and Rates.

Current rates cannot be provided. Annex “A” Statement of Work, Part 3 – Charts and Tables on GC Advertising Volume, Figure 3: Total digital media spending by placement type and fiscal year, includes information on estimated media spending in programmatic display over the past five years. This should not be considered as a commitment on the future use of any media but should be used to calculate proposed fees and rates, along with other charts and tables provided in Part 3.

---

**ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.**