1. What is the total budget for the project? How is that allocated between media spend and creative partner spend (i.e. creative production/development costs)?
   a. The total budget $32,100.00

2. Will all media buys to go through the chosen agency?
   a. Yes

3. Are local/in-state groups given preference?
   a. Due to the partnership with MS Department of Mental Health, a local entity would be nice, however we are open to out of state entities.

4. Is there an incumbent agency or is this a new opportunity?
   a. Yes, there is an incumbent agency.

5. Are they participating in this RFP?
   a. Yes, they are participating in this RFP.

6. How often will face-to-face meetings be required?
   a. Monthly virtual meetings and a minimum of 1 in-person meeting

7. How will success be measured? By whom and how often?
   a. Statistics from # of views of materials and website and messages

8. Do you have any research that supports the direction/decisions you have made in regard to marketing? If so, will you provide it?
   a. Yes, media campaigns have been proven effective in promoting behavior change.
9. Your RFP is somewhat ambiguous regarding deliverables. Please provide a list of specific deliverables that you are actually requesting to be priced out (including quantities of each, numbers to be produced/printed of each, and any other specifications known).
   a. PDF files of materials, targeted media messages, updates and management of website

10. Your RFP references “Reporting/Forms, Custom Fields, Files” but it is unclear what kind of reporting/forms are requested. Are the requirements for one report system or different functions? What is in the referenced reports and where does that data come from?
   a. The company will share with us the materials they create and manage. In addition, we would like them to share how many people were reached. For example, a monthly average or website viewers.