

Date: September 11, 2017
To: All bidders
Title: ADVERTISING REQUIREMENT OF THE NIAGARA REGION
Reference No.: 2017-RFPQ-06
From: Wei Chen (Tim), Purchasing Agent, ext. 3470

Note:

Niagara Region has determined that it is necessary to provide additional information relating to the above referenced Request for Pre-Qualification.

This addendum forms an integral part of the above referenced Request Pre-Qualification. Such addenda may contain important information, including significant changes to the above referenced Request Pre-Qualification.

Addendum No. 2

Questions and Answers

Q1. Regarding Addendum No. 1, A3, We appreciate that column inch rates will fluctuate based on volume, frequency and distribution areas. Therefore, in order to ensure Niagara Region can comparator all proposals fairly, we ask for the proponents to provide their column inch rate for the following scenario:

- One, 20 column-inch ad
- black and white
- Run only once
- In all areas/zones
- On the day of highest circulation

I would need clarification on the first bullet

“one, 20 column-inch ad”

Are you asking for a 20” wide (2 pages) x 1” tall?

Confirmation that the width or height is 20 column-inch ad.

What would the width or height be of the other dimension be?

What tie would this be at-tier 1, tier 2, tier 3, tier 4, tier 5?

A1. By "20 column-inch ad", our intent was to obtain pricing on an ad that is 5 and 3/4in x 4in. Please provide individual pricing for this size ad at all tiers.

cc: File, as referenced above.
Project Manager: Daryl Barnhart

End of Addendum