



STATE OF ARKANSAS
OFFICE OF STATE PROCUREMENT
 1509 West 7th Street, Room 300
 Little Rock, Arkansas 72201-4222

ADDENDUM 1

TO: Vendors Addressed
 FROM: Brandi Schroeder, Buyer
 DATE: January 29, 2019
 SUBJECT: SP-19-0041 Advertising and Marketing Services

The following change(s) to the above-referenced RFP have been made as designated below:

- ☒ Change of specification(s)
- ☐ Additional specification(s)
- ☐ Change of bid opening time and date
- ☐ Cancellation of bid
- ☒ Additional Attachments

CHANGE OF SPECIFICATIONS

- Delete Section 2.3.C.1. – (No replacement)
- Delete Section 2.3.D.1. – (No replacement)
- Delete Section 2.3.E.1. – (No replacement)
- Delete Section 2.3.F.1. – (No replacement)
- Delete 2.3.G. and replace with the following:
 The Contractor **shall** provide an in-house Account Manager to be assigned to the ASP-HSO account.
- Add the following to Section 2.3.G.
 5. Within thirty (30) days of award, the Account Manager **shall** be physically located in an office in the greater Little Rock metropolitan area.
- Delete 2.3.H. and replace with the following:
 The Contractor **shall** provide an in-house Media Buyer to be assigned to the ASP-HSO account.
- Add the following to Section 2.3.H.
 4. Within thirty (30) days of award, the Media Buyer **shall** be physically located in an office in the greater Little Rock metropolitan area.
- Add the following to Section 2.4
 - C. The Contractor **shall** oversee all aspects of the contract, and it is highly preferable that the Contractor handles the majority of all services required by the RFP.
 1. The Contractor may choose to subcontract one or more, or a portion thereof, of the services required by the RFP, however, prior to subcontractors performing work under this contract, the Contractor **shall** provide ASP-HSO with the responsibilities of each subcontractor and **shall** obtain written approval from ASP-HSO for any subcontractor proposed.

- Delete 2.7.A and replace with the following:

The Contractor **shall** provide a dedicated Media Buyer assigned to the ASP-HSO account who **shall** be physically located in the greater Little Rock metropolitan area.

ADDITIONAL DOCUMENTS

- Add Attachment D – AR 2017 Seat Belt Use Survey Report
- Add Attachment E – AR 2018 Motorist Survey Report

The specifications by virtue of this addendum become a permanent addition to the above referenced RFP. Failure to return this signed addendum may result in rejection of your proposal.

If you have any questions, please contact Brandi Schroeder at Brandi.Schroeder@dfa.arkansas.gov or (501) 682-4169.

Company: _____

Signature: _____

Date: _____