COUNTY OF ALAMEDA

Questions & Answers

to

RFQ No. 901794

### for

**Legal and Classified Advertising**

**Bidders Conference Held on May 2, 2019**

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| **This County of Alameda, General Services Agency (GSA), Questions & Answers (Q&A) Document has been electronically issued to potential bidders via e-mail. E-mail addresses used are those in the County’s Small Local Emerging Business (SLEB) Vendor Database or from other sources. If you have registered or are certified as a SLEB, please ensure that the complete and accurate e-mail address is noted and kept updated in the SLEB Vendor Database. This Q&A document will also be posted on the GSA Contracting Opportunities website located at** [**http://acgov.org/gsa\_app/gsa/purchasing/bid\_content/contractopportunities.jsp**](http://acgov.org/gsa_app/gsa/purchasing/bid_content/contractopportunities.jsp) |

Description: Description: branding.jpgAlameda County is committed to reducing environmental impacts across our entire supply chain.

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1. Can companies outside of the United States submit a proposal for this bid?
   1. **Companies physically located outside of the United States can bid on this RFQ as long as the companies are able to meet the Bidder Qualifications (page 4 of the RFQ, Section C), Specific Requirements (pages 4-7 of the RFQ, Section D), and all other terms and conditions as required in the RFQ.**
2. Are contractors required to attend meetings at the County location?
   1. **There are no meetings required for this RFQ.**
3. Are contractors able to perform the scope of the work while located outside of the United States?
   1. **No. Contract requirements may not be performed outside of the United States.**
4. Are bidders able to submit proposals via e-mail?
   1. **No. Page 17 of the RFQ, Section S (RESPONSE FORMAT), Item 1, states:**
5. ***Bid responses must be submitted online through*** [***https://ezsourcing.acgov.org***](https://ezsourcing.acgov.org)
6. Page 7 of the RFQ, Section D (SPECIFIC REQUIREMENTS), Item 9, states:

*"The firm or advertising agency shall not charge Alameda County a fee for its services. The advertising agency’s fee will be earned from the media commission."*

In the list of newspapers provided on pages 4-5 of the RFQ, not all of the newspapers charge a commissionable rate.  How does the County want the firm or advertising agency to charge Alameda County for ad placement services?

* 1. **The firm or advertising agency shall not charge Alameda County a fee for its services. Please refer to the Revised Bid Form.**

1. What content is required for publication?
   1. **Please refer to Sample of Advertising Content, Sample A and Sample B in Addendum No. 2.**
2. Can the County please clarify the sample content required on the Bid Form 1?
   1. **Please refer to Sample of Advertising Content, Sample A and Sample B in Addendum No. 2.**
3. Will the sample notice be a legal notice or a classified ad?
   1. **The Sample of Advertising Content, Sample A in Addendum No. 2, is considered as a classified ad. The Sample of Advertising Content, Sample B in Addendum No. 2, is considered as a legal ad.**
4. Can the County please clarify which section of the newspaper the ads should be for the requested 1/8 Page, 1/4 Page, and 1/2 Page? Should these ads be in the Main News or Classified sections of the newspapers?
   1. **The advertisements shall be located in the classified section of the newspapers.**
5. Will the ads include anything other than text, for example, photos, charts, and/or maps?
   1. **No. Advertisements will only be in text format.**
6. Since not all newspapers use 1/8 Page, 1/4 Page, and 1/2 Page as a measurement tool, can the County please clarify what should be considered as 1/8 Page, 1/4 Page, and 1/2 Page?
   1. **Please see the Revised Bid Form, Bid Form 2.**
7. Will the County consider pricing in measurements of the size of the ad, for example, as 3 inches wide x 5 inches length?
   1. **Please see the Revised Bid Form, Bid Form 2.**
8. Will the County want a separate Bid Form for legal advertising and another Bid Form for classified ads for Bid Form 3?
   1. **Please see the Revised Bid Form.**
9. The list of newspapers has “Livermore Independent”; can the County please clarify if it is supposed to be “The Independent”?
   1. **Yes. The “Livermore Independent” is “The Independent”. Please see Addendum No. 2.**
10. How many newspapers did Alameda County use in Fiscal Year 2016-17, 2017-18, and 2018-19?
    1. **Alameda County used approximately seven newspapers in Fiscal Year 2016-17, approximately six newspapers in Fiscal Year 2017-18, and approximately five newspapers in Fiscal Year 2018-19.**
11. Which newspapers did Alameda County use regularly from the list of newspapers?
    1. **Alameda County has used the following newspapers to advertise: Alameda Times-Star, Daily Californian, Daily Journal, Daily Review, El Mundo, Inner-City Express, Montclarion, Oakland Post, and Valley Times.**