



*Delaware Health  
And Social Services*

---

**DIVISION OF MANAGEMENT SERVICES**

---

PROCUREMENT

DATE: September 13, 2010

HSS 10 095

NEWSPAPER ADVERTISING FOR THE DIVISION OF PUBLIC  
HEALTH BUREAU OF COMMUNICABLE DISEASE

FOR

DIVISION OF PUBLIC HEALTH

Date Due: October 22, 2010  
11:00 AM

ADDENDUM # 1

Please Note:

THE ATTACHED SHEETS HEREBY BECOME A PART OF  
THE ABOVE MENTIONED BID.

---

**Bruce Krug**  
PROCUREMENT ADMINISTRATOR  
(302) 255-9291

---

James Talbott (302) 744-1046

***REQUEST FOR PROPOSAL NO. HSS 10 095***  
NEWSPAPER ADVERTISING FOR THE DIVISION OF PUBLIC HEALTH BUREAU OF  
COMMUNICABLE DISEASE

---

**ANSWERS TO QUESTIONS SUBMITTED BY SEPTEMBER 13, 2010, 4:30 PM**

-

Question 1: How much was spent by the state of Delaware for this program in 2009 (Newspaper Advertising for the Division of Public Health Bureau of Communicable disease)?

Answer 1: In State Fiscal Year 2010, the bureau spent \$71,218.76

Question 2: What was the average spend per year over the last five years 2005-2009?

Answer 2: SFY 2009 - \$11,290.00, SFY 2008 - \$144.71. Previous years unknown.

Question 3: How many ads ran in 2009 for this program?

Answer 3: In SFY 2010: 3 ads were placed,

Question 4: How many ads ran over the last five years?

Answer 4: In SFY 2009, 2 ads. In SFY 2008, 1 ad. Previous years unknown.

Question 5: Is this a request for advertising agencies like ourselves to PLACE the media in needed areas, or is this a request for multi-newspaper companies to PRODUCE directly?

Answer 5: It is a request for newspaper companies to advertise State of Delaware created advertising.

Question 6: Is this RFP intended for ad agency involvement?

Answer 6: No