This opportunity can be accessed at https://suppliers.scisquest.com/TriC where you will need to register as a supplier in order to view and participate in the event.

This event will be open until May 4, 2015 at 4 pm.

1 PURPOSE
Cuyahoga Community College (Tri-C) is issuing this Request for Proposals (RFP) seeking the services of a qualified Contractor to provide media buying and assistance with market analysis. The buying for this contract will be focus on the fall 2015 and spring and summer semesters of 2016, and represents between $800,000.00 to $1,500,000.00 of media spend.

2.4 COMPENSATION AND METHOD OF PAYMENT
A. Compensation.
1. Tri-C will reimburse the Contractor for the net cost of media placement (i.e., television, radio, on-line, etc.). Net media cost is defined as gross media cost less the industry standard media rebate of fifteen (15) percent.

3. Tri-C will not reimburse the Contractor for costs including but not limited to travel time or related expenses for regularly scheduled meetings with Tri-C; miscellaneous charges (i.e., photocopying, conversion of electronic files, shipping); in-house materials required in the production process, or administrative functions.

I. SCOPE OF WORK. Cuyahoga Community College (Tri-C) conducts proactive media campaigns for enrollment purposes three times per year. Tri-C seeks a media buyer to lend expertise and collaborate with college staff to assist future campaigns, as needed. Tri-C will provide the creative assets as needed.

As planned and future projects develop, Tri-C will utilize the successful Offeror to assign in the placement of various media campaigns of television, radio, billboard, and digital media to enable Tri-C to effectively and efficiently share their message with the Greater Cleveland DMA. These campaigns may have a general demographic reach or a highly targeted effort to specific markets and demographics. The successful Offeror will fulfill the following needs during each media campaign:

1. Provide recommendations to Tri-C for media campaigns to purchase paid advertisements and/or additional advertisements. These recommendations will include cost, details and desired outcomes.

2. Assist in pre-campaign research of local media.

3. Determine audiences and scope of campaign before campaign launch.
4. Research demographics of potential audiences and complete a competitive analysis report prior to making media buy recommendations.

5. Identify media approaches to best reach target audiences.

6. Identify media outlets that will impact demographics of various audiences.

7. Recommend and negotiate radio and television air-time, publication space for print outlets and outdoor space, and digital advertising, and any other media used for advertising and promotional projects. Should negotiate competitive separation for radio and television for all local networks.

8. Based on identified target audiences and desirable media approaches, develop a detailed media plan for the campaign to include proposed dates, times, locations, media outlets, CPMs for each medium, and estimated gross media impressions. For outdoor media, media buyers should provide college spotted map.

9. Upon approval from Tri-C, negotiate and procure media contracts.

10. Provide Tri-C an estimate that includes exact dates of media runs as well as the deadline to submit final artwork to the Offeror for distribution. Should provide flow chart for each flight, and for overall year. Should provide ad ids, ISKI and ISCI codes to college.

11. Distribute all advertising files to contracted media outlets. College will have final approval of any final recordings or voiceovers.

12. During the course of the advertising campaign, ensure all advertisements complete their run by established deadlines. College should be notified of any discrepancies between placement schedule and final placement and media buyer will be responsible for arranging credits or make-good spots.

13. After completion of an assigned advertising campaign, verify advertisement placements were fulfilled during the time and locations agreed upon with the media outlets.

14. Receive, verify and pay valid invoices for media buys, and invoice Tri-C appropriately.

15. Provide an after-action report upon closeout of the media event that would include details of expenditures. Within the after-action report, provide a summary report of the estimated audiences reached by the campaign. The format of the after-action report will be determined jointly by Tri-C and the contractor. This after-action report must be submitted within 60 days of completion of each media flight. Report should include post-buy analysis and should always be measured against national and local competitive data.

All products and data developed during this Contract become the property of the Tri-C.
CONTRACTOR RESPONSIBILITIES. The Contractor must meet all RFP requirements and perform Work as defined in the Scope of Work.