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Negotiation Response: 4/13/21

Ms. Anne Drummond
Director of Creative Advertising Sales - adrummond@advance360.com
Advance Local Holdings DBA Advance 360
3102 Walker Ridge Dr. NW
Walker, MI 49544

SUBJECT: RFP GMU-1692-21, Creative & Marketing Services

Dear Ms. Drummond:

We have reached the point in the evaluation process where we are ready to start negotiations/clarifications as provided for in Section XIII, B of the subject RFP. Therefore, we would appreciate your response to the following:

1. Mason is an educational institution and entity of the Commonwealth of Virginia. As such, we are obligated to ensure that all pricing and contractual elements meet our institution's needs. Can you provide reduced hourly rates for services?

Yes, absolutely. An overview document of our published rates is included in our RFP response on page 71.

2. Your proposed pricing has various hourly rates listed by staff titles. Will Mason be able to specify who works on a particular project? For example, can we choose between "Creative Director" at \$200 and "Senior Account Executive" at \$125 or will you choose what job title works on a particular project?

Mason can specify who works on a particular project, though we do not recommend this. Determining who works on a creative project, for instance, will adjust the internal structure of how we best serve the University and its needs, and in some cases, negatively impact outcomes. Instead, we prefer to discuss all needs with the division or department requesting services, and determine the most economical and efficient manner to fulfill these needs, seeking ways to reduce costs wherever possible and, in most cases, providing a flat rate sum for completion. We have found this method to create a blend of team members that keeps costs low and quality high, while least impacting how we manage creative development.

(This response was drafted specific to creative services, the example used above.)

3. What is the difference between the % fee on spend on page 70 of your proposal and the % service fee on spend on page 71 of your proposal?

On Page 70, the list supplied describes discounted fee structures based on Mason having reached a threshold for their spend. In essence, our firm discounts fee structures based on media spend at \$199,000, \$200,000-\$399,999, and over \$400,000. Because Mason as a whole has purchases amounting above the \$400,000 annual threshold (combining all divisions and departments with which we do business), page 70 indicates this. Page 71 articulates the scales over the three levels of spend, and all applicable hourly rates.

4. Do you have any minimum hourly requirements for jobs? For example, a 4-hour minimum per project.

We do not have minimum hourly requirements for jobs, unless a project requires less than one hour. If this is the case, 1 hour is billed. If a project requires 4 hours, our billing will reflect this. In most cases, the cost for project completion will have been established in advance, with the department or division for which the services will be provided.

5. If contracted for advertising and media buying, do you agree to the following?
- a. Mason will agree on a scope of work prior to any campaign that includes a description of services to be provided and outlines any fees.
 - b. Total projected spend is a maximum amount for advertising, fees, and services within the agreed scope of work. All spending and allocation of spending is at the direction of Mason.
 - c. Advertising/media buying will be done by Mission Media. Mission Media will invoice Mason for pre-approved, verified in-market advertising, plus fees and services within the agreed scope of work.
 - d. Invoices must separate advertising/media buy spend from any additional fees.
 - e. Provide monthly YTD budget review and reporting analytics meetings to assess campaign performance and identify optimizations.

Advance 360 agrees to

- a. ***determining the scope of work prior to any campaign, and including a description of services to be provided and outlining any fees.***
- b. ***That the total projected spend is a maximum amount for advertising, fees and services within the agreed scope of work, and that spending and allocation is at Mason's discretion***
- c. ***That advertising and media buying will be done by either Mason or Advance 360, and that Advance 360 will invoice mason for pre-approved, verified in-market advertising, plus fees and services within the agreed scope of work.***
- d. ***That all invoices will separate advertising and media buy spend from any additional fees***
- e. ***And to provide monthly YTD Budget reviews and reporting analytics meetings to assess campaign performance and identify optimizations.***

6. If awarded a contract, do you acknowledge, agree and understand George Mason University cannot guarantee a minimum amount of business?

Yes, we understand.

7. Do you agree to sign Mason's Standard Contract (RFP Attachment B – Sample Contract) if awarded a contract?

Yes, we have reviewed Mason's contract (RFP Attachment B).