



the design channel, llc

4445 willard avenue
suite 600
chevy chase, md 20815
301.679.6372

Negotiation Letter Response

April 1, 2021

RFP GMU-1692-21, Creative & Marketing Services

The following are our responses to your questions:

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. In our original proposal, we presented hourly rates for our team members and their respective work categories as well as an overall blended rate. We quoted these rates to be competitive in that they are 20% lower than our normal institutional rates. That said, TDC is prepared to discount our quoted hourly rates by an additional 5%.

Media Extras—This is not about reduced hourly rates, but would have monetary value. TDC can provide additional value-added media opportunities for GMU such as bonus spots, reduced media rates, extended media buys, and more.

2. Can you provide any additional discounts based on total university spend?

Yes. For \$5,000 and over in fees, we will discount 5%.

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

We typically have not had this type of condition in our client relationships. It does make sense if assignments would be coming from different departments to have a 3-4 hour minimum per project. Even on small projects, our account manager would be involved, as well as a creative staff member, and there would be some administrative time.

4. 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 The Design Channel. The Design Channel 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.

Yes. TDC agrees with all of the above points. These are protocols we normally follow in advertising and media buying. For digital media buys, we provide detailed monthly reporting and analytics, and always assess campaign performance and identify tactics to optimize performance.

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

Yes. TDC understands and agrees that GMU cannot guarantee a minimum amount of business.

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

Yes. TDC agrees to sign Mason's Standard Contract.