



SEDGWICK COUNTY, KANSAS
DIVISION OF FINANCE

Purchasing Department

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<http://sedgwickcounty.org/finance/purchasing.asp>

**ADDENDUM #1
RFP #23-0047
ON-CALL MEDIA BUYER**

July 13, 2023

The following is to ensure that vendors have complete information prior to submitting a proposal. Here are some clarifications regarding the proposal for On-Call Media Buyer.

Questions and/or statements of clarification are in **bold** font, and answers to specific questions are *italicized*.

1. Is there an agency currently doing Sedgwick County's media buying? If yes, who is it?

Answer: No current agency for County media buying except for COVID-19 and at that time the company utilized was Lifeboat Creative.

2. Will social media be a part of the media buying campaign? Does Sedgwick County currently use social media management software? If so, which one?

Answer: Yes. We currently use Meltwater and will provide necessary access to it or direct social platforms for campaigns.

3. What is the estimated total media budget for the year?

Answer: Media buying is paid for by each individual department separately. Campaigns can range from \$1,000.00 - \$5,000.00 or more depending on the topic.

4. Will the agency hired have access to Google Analytics and Facebook Insights for Sedgwick County?

Answer: Yes, to Facebook Insights. We currently have some integration issues with our current website that doesn't allow us to use Google Analytics at this time, but is on the resolution list with IT.

5. Does the contract require use of external analytics platforms?

Answer: We currently use direct platforms & Meltwater to monitor analytics for social. The expectation is to receive analytics for all campaign tactics. We are open to discussion on how this might look.

Firms interested in submitting a proposal must respond with complete information and **deliver on or before 1:45 pm CDT, Tuesday, July 25, 2023**. Late proposals will not be accepted and will not receive consideration for final award.

“PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM ON THE PROPOSAL RESPONSE PAGE.”

Sincerely,

Joseph Thomas

Joe Thomas, NIGP-CPP, CPSM, CPSD, C.P.M.
Director of Purchasing

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