

THIS IS NOT A REQUEST FOR PROPOSAL

**Request For Information
About Internet Advertising**

THIS IS NOT A REQUEST FOR PROPOSAL

Table of Contents

Section 1 BACKGROUND AND OBJECTIVES

- 1.1 Background Information for the Project
- 1.2 Information Sought
- 1.3 Relevant Dates
- 1.4 Submission of Response
- 1.5 Contact Information
- 1.6 Administrative Matters
- 1.7 Review and Rejection of RFI Responses
- 1.8 Public Records and Requests for Confidentiality
- 1.9 Copyrights
- 1.10 Restrictions on Gifts and Activities
- 1.11 Cost to Interested Party
- 1.12 Responses / Property of Department
- 1.13 Source of Information Used in Addition to the Responses
- 1.14 No Obligation to Issue Request For Proposal
- 1.15 Interested Party Responses Identifying Information
- 1.16 Interested Party References

Section II.GENERAL REQUIREMENTS

Section III. OTHER FEATURES

SECTION 1 BACKGROUND AND OBJECTIVES

1.1 Background Information for the Project.

The Iowa Department of Public Health is seeking information about methods by which to market public health messages to selected audiences through the purchase of advertisements on social media and internet sites, to include but not limited to YouTube, Pandora, Spotify, Facebook, and Pinterest.

The Iowa Department of Public Health coordinates many programs which target a wide range of demographics. A program such as Youth Suicide Prevention, for example, would potentially use internet sites such as Twitter or Spotify to reach a target audience. Colorectal cancer campaigns aimed at adults aged 50 or older would likely use internet sites targeted to that demographic. Expertise in targeting individual programs to Internet sites that match demographics is important in getting the Department's public health messages to the intended audiences.

1.2 Information Sought.

The Iowa Department of Public Health, hereafter known as the Department, is seeking information from interested parties who are interested in providing advertising coordination, which may include creation of messages as well as placement of internet-based advertising.

The Department is seeking information about the placement of Internet advertising, including popular websites such as Spotify, YouTube, Facebook, and more. This includes, but is not limited to, marketing techniques such as web banners, advertisements, buttons, badges, and other Internet techniques useful in promoting public health messages. Ideally, the Department will place selected health messages on key Internet sites to reach the precise and intended audiences.

The Department would like information about the ability and process for a respondent or entity's ability to not only serve as the purchasing agent for placing these ads, but also have the ability to create the coding, etc. necessary for Internet marketing. The Department encourages creativity and out-of-the-box thinking and an ability to demonstrate successful marketing techniques across a broad range of Internet sites.

The purpose of this Request for Information (RFI) is to allow all interested parties to provide the department with background information about the process and associated cost estimates related to **internet advertising**. The information received may be used to assist the department in preparation of a Request for Proposals (RFP) or a Request for Bids (RFB). Refer to Section 2 of additional description of the services and product about which the Department is seeking information.

This RFI is intended to gather information about the available avenues and entities capable to utilizing them for Internet marketing. An RFP would be used to solicit companies/individuals/small businesses that would be capable of working with the

Department's multiple program areas to conceptualize, create, and place advertising on a variety of Internet sites to best meet the demographic needs of the program.

1.3 Relevant Dates

| Event | Dates |
|--|-------------------------------|
| Issue RFI | October 7, 2013 |
| RFI Responses Due | November 4, 2013 |
| Issue RFP/RFB (Tentative date) | December 2013 or January 2014 |
| RFP/RFB Decision - Award Contract (Tentative date) | February/March 2014 |
| Contractor Begins Implementation (Tentative date) | April 2014 |

1.4 Submission of Response

This request requires any interested party wishing to submit information to respond to this Request for Information (RFI) by **November 4, 2013**.

The interested party's response may be e-mailed, hand-delivered, faxed, or mailed to the Department. Responses will not be accepted over the telephone. However, the Department reserves the right to make telephone contacts or follow up on information submitted in any manner deemed appropriate by the Department.

1.5 Contact Information

The contact at the Department for technical questions and submission of responses will be:

Name: Polly Carver-Kimm

Email: Polly.Carver-Kimm@idph.iowa.gov

Address: 321 East 12th Street, Lucas State Office Building, Des Moines, IA 50319

Fax: (515) 281-4958

1.6 Administrative Matters

1.6.1 This RFI is designed to provide interested parties with the information necessary for the preparation of an appropriate response. It is not intended to be comprehensive, and each interest party is responsible for determining all factors necessary for submission of a comprehensive response.

1.6.2 The Department reserves the right to modify this RFI at any time.

1.6.3 Responses should be based on the material contained in this RFI or any other relevant information the interested party thinks is appropriate.

1.6.4 By submitting a response each interested party agrees that it will not bring any claim or have any cause of action against the Department, the State of Iowa, or any employee of the Department or the State, based on any misunderstanding concerning the information provided or concerning the Department's failure, negligent or otherwise, to provide the interested party with pertinent information as intended by this RFI.

1.7 Review and Rejection of RFI Responses

1.7.1 The Department reserves the right to reject any and all responses, in whole and in part, received in response to this RFI at any time.

1.7.2 An RFI response may be rejected outright and not reviewed for failure of the interested party to deliver the response by the due date. Therefore interested parties are asked to make every effort to meet the RFI timelines and to include the requested information.

1.7.3 An RFI response will not be subject to a RFP type of evaluation but only a review of information in the RFI.

1.8 Public Records and Requests for Confidentiality

1.8.1 The release of information by the Department to the public is subject to Iowa Code Chapter 22 and other applicable provisions of law relating to the release of records in the possession of a State agency. Interested parties are encouraged to familiarize themselves with these provisions prior to submitting a RFI response. All information submitted by a interested party may be treated as public information by the Department unless the interested party properly requests that information be treated as confidential at the time of submitting the response.

1.8.2 Any requests for confidential treatment of information must be included in a cover letter with the interested party's RFI response and must enumerate the specific grounds in Iowa Code Chapter 22 or other legal reasons which support

treatment of the material as confidential and must indicate why disclosure is not in the best interests of the public. The request must also include the name, address and telephone number of the person authorized by the interested party to respond to any inquiries by IDPH concerning the confidential status of the materials.

1.8.3 Any documents submitted which contain confidential information must be marked on the outside as containing confidential information, and each page upon which confidential information appears must be marked as containing confidential information. The confidential information must be clearly identifiable to the reader wherever it appears. All copies of the proposal submitted, as well as the original proposal, must be marked in this manner.

1.8.4 In addition to marking the material as confidential material where it appears, the interested party must submit one copy of the RFI response from which the confidential information has been excised. The confidential material must be excised in such a way as to allow the public to determine the general nature of the material removed and to retain as much of the document as possible. These pages must be submitted with the cover letter and will be made available for public inspection.

1.8.5 The interested party's failure to request in the RFI response confidential treatment of material pursuant to this Section and the relevant laws and administrative rules will be deemed by IDPH as a waiver of any right to confidentiality which the interested party may have had.

1.9 Copyrights

By submitting a response the interested party agrees that the Department may copy the response for purposes of facilitating the evaluation or to respond to requests for public records. The interested party represents that such copying will not violate any copyrights in the materials submitted.

1.10 Restrictions on Gifts and Activities

Iowa Code chapter 68B contains laws which restrict gifts which may be given or received by state employees and requires certain individuals to disclose information concerning their activities with state government. Interested parties are responsible for determining the applicability of this chapter to their activities and for complying with these requirements. In addition, Iowa Code chapter 722.1 provides that it is a felony offense to bribe a public official.

1.11 Cost to Interested Party

The Department is not responsible for any costs incurred by an interested party which are related to the preparation or delivery of the response, any on-site inspection that may be required, or any other activities related to this RFI.

1.12 Responses Property of Department

All printed information used in the interested party's response becomes the property of the Department. The Department will have the right to use ideas or adaptations of ideas that are presented in the responses.

1.13 Sources of Information Used by the Department in Addition to the Responses

The Department reserves the right to contact interested parties after the submission of responses for the purpose of clarification and to ensure mutual understanding.

1.14 No Obligation to Issue Request for Proposal (RFP) or Request for Bid (RFB)

The issuance of this RFI in no way constitutes a commitment by the Department to issue a RFP, RFB or contract for the project described in this RFI.

1.15 Interested Party Responses Identifying Information

1.15.1 State the name and principal place of business or residence of the interested party.

1.15.2 Identify the interested party's type of business organization/entity such as a corporation, partnership or educational institution.

1.15.3 State the interested party's place of incorporation, if applicable

1.15.4 State the name, address, email address, telephone number and FAX number of the interested party representative to contact regarding all technical matters concerning this RFI.

1.16 Interested Party References

Please include any applicable references demonstrating your ability to provide relevant responses to this RFI.

SECTION 2

GENERAL REQUIREMENTS

RFI Response: Please describe how your service, equipment or product would meet any or all of the following items and the Department's request as described in this RFI. Respondents are encouraged to be as specific as possible in formulating responses. Respondents may elect to address all or part of the questions listed below.

Information requested includes:

- *Are special licenses or certifications required by the Department or the contractor or developer to advertise on the internet?*
- *Is it possible to target select audiences, including age groups, gender, economic indicators, and physical location in the state of Iowa?*
- *Can marketing reach and impressions be measured through internet-based advertising and can it be demonstrated through data?*
- *What is the typical or average costs for internet-based advertising (price ranges)*
- *Is special skill needed to create images that will be placed on internet sites?*
- *What licensing or legal obligations are associated with pictures or images used in internet advertising?*
- *How is the outcome of internet-based advertising measured?*
- *Can prior effectiveness of internet-based ads be demonstrated?*
- *What is the average length of time required from message conception through creation through ad placement?*
- *What is the process and cost to place ads on popular web sites, such as Pandora or Spotify?*

SECTION 3. OTHER FEATURES

Is there any other feature, service or option you believe the Department should be aware of in preparation of a Request for Proposal (RFP)? If so, please describe the feature, service product or option and explain how it would improve the program served as identified in this RFI.