



**ADDENDUM #1  
Public Health  
Advertising Campaign: Bus Ads, Bus Shelter Ads, Digital Ads, Billboards  
RFI # 7287-21**

January 5, 2022

The attached addendum supersedes the original Information and Specifications regarding RFI # 7287-21 where it adds to, deletes from, clarifies or otherwise modifies. All other conditions and any previous addendums shall remain unchanged.

**Please note: Due to COVID-19, BIDS will only be accepted electronically by emailing [purchasing@bouldercounty.org](mailto:purchasing@bouldercounty.org).**

1. Question: What is the expected budget for this project?

**ANSWER: \$9,999.**

2. Question: How many vendors will be awarded?

**ANSWER: 1 or 2.**

3. Question: Will the award be based on the lowest cost bidder?

**ANSWER: No. Locations of existing ad space is important since this project targets specific populations in specific areas of Boulder County.**

4. Question: Is the awarded vendor required to be on-site?

**ANSWER: No.**

5. Question: Do you have an instate and/or local preference/requirement?

**ANSWER: Yes.**

6. Question: Is there an allotted time frame for this initiative?

**ANSWER: Project needs to begin Feb. 2022.**

7. Question: Since the bulk of this request is for media planning, placement and monitoring, the cost of which is dependent on the media, what is the anticipated total media spend?

**ANSWER: \$9,999, including art and printing.**

**Submittal Instructions:**

Submittals are due at the email box only, listed below, for time and date recording on or before **2:00 p.m. Mountain Time on January 10, 2022.**

**Please note that email responses to this solicitation are limited to a maximum of 50MB capacity.**

**NO ZIP FILES OR LINKS TO EXTERNAL SITES WILL BE ACCEPTED. THIS INCLUDES GOOGLE DOCS AND SIMILAR SITES. ALL SUBMITTALS MUST BE RECEIVED AS AN ATTACHMENT (E.G. PDF, WORD, EXCEL).**

**Electronic submittals must be received in the email box listed below. Submittals sent to any other box will NOT be forwarded or accepted. This email box is only accessed on the due date of your questions or proposals. Please use the Delivery Receipt option to verify receipt of your email. It is the sole responsibility of the proposer to ensure their documents are received before the deadline specified above. Boulder County does not accept responsibility under any circumstance for delayed or failed email or mailed submittals.**

Email [purchasing@bouldercounty.org](mailto:purchasing@bouldercounty.org); identified as RFI # 7287-21 in the subject line.

All proposals must be received and time and date recorded at the purchasing email by the above due date and time. Sole responsibility rests with the Offeror to see that their bid is received on time at the stated location(s). Any bid received after due date and time will be returned to the bidder. No exceptions will be made.

The Board of County Commissioners reserve the right to reject any and all bids, to waive any informalities or irregularities therein, and to accept the bid that, in the opinion of the Board, is in the best interest of the Board and of the County of Boulder, State of Colorado.



**RECEIPT OF LETTER  
ACKNOWLEDGMENT**

January 5, 2022

Dear Vendor:

This is an acknowledgment of receipt of Addendum #1 for RFI #7287-21, Advertising Campaign: Bus Ads, Bus Shelter Ads, Digital Ads, Billboards.

In an effort to keep you informed, we would appreciate your acknowledgment of receipt of the preceding addendum. Please sign this acknowledgment and email it back to [purchasing@bouldercounty.org](mailto:purchasing@bouldercounty.org) as soon as possible. If you have any questions, or problems with transmittal, please call us at 303-441-3525. This is also an acknowledgement that the vendor understands that **due to COVID-19, BIDS will only be accepted electronically by emailing [purchasing@bouldercounty.org](mailto:purchasing@bouldercounty.org).**

Thank you for your cooperation in this matter. This information is time and date sensitive; an immediate response is requested.

Sincerely,

Boulder County Purchasing

**Signed by:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Name of Company** \_\_\_\_\_

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