



# TOWN OF GREENWICH

Purchasing Department (203) 622-7881 Fax:(203) 622-7776  
Town Hall • 101 Field Point Road • Greenwich, CT 06830  
E-Mail: jsullivan@greenwichct.org

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## ADDENDUM #4

### TOWN OF GREENWICH

RFP #6658 NEW REVISED DEADLINE: 9/30/09 AT 2:00 P.M.

#### RECRUITMENT ADVERTISING SERVICE

**Question #1:** Many of the ad sizes you've requested aren't available in a number of the specified publications. In an effort to compare apples to apples we can compare costs based on line rates to meet the sizes you've requested in all publications. Would this be satisfactory?

**Answer #1:** No. The reply sheets will be revised a second time to address this issue and will be distributed in a forthcoming addendum for use by all bidders.

**Question #2:** The Hersam-Acorn Newspapers now include the former Hometown Publications, which covered Upper Fairfield and parts of Lower New Haven Counties, and are zoned for recruitment advertising. Are you interested in the entire circulation, or only the towns closer to Greenwich?

**Answer #2:** The Town is only interested in those areas close to Greenwich, i.e. the southwest sector, including the Darien Times, Greenwich Post, and the New Canaan Advertiser.

**Question #3:** The Greenwich Media Group has recently changed its advertising pricing and packaging. Display ads are now a minimum of 1/8 page, which is 5 columns x 5", and also include the Brooks Community Newspapers, their Classified Marketplace, and a 30 day posting on yahoo hot jobs and Ctjobs.com. How would you like this indicated on the form?

**Answer #3:** The Greenwich Media Group includes the Greenwich Time, Stamford Advocate, Connecticut Post, and the Hersam Acorn. Bid prices should include a display ad in these papers separately from in column advertising. If the paper requires an internet posting, bidders shall include that in the bid price. If there is an option whether or not to post online on Yahoo or hot jobs, etc, then bidders shall not include the internet prices on the pricing reply sheets. Bidders shall separate the optional internet prices and list them separately on the appropriate reply sheet. Revised reply sheets will be distributed in September.

**Question #4:** Many of the newspaper websites are 30 days. Hartford, Gannett Newspapers and the Providence Journal are all affiliated with Careerbuilder.com. The NY Times jobs are posted on monster.com. The price of an internet posting is different if combined with a print ad (which is usually required) and purchased on its own. How would you like me to differentiate those rates?

**Answer #4:** If required include the cost of the website ad with the print ad. If not required, indicate the separate price on the appropriate reply sheet page.

**Question #5:** In cases where a newspaper packages its ads (i.e., print & online, weekly or additional publication), do you want the total price or an itemized price?

**Answer #5:** Itemized price.

**Question #6:** Who is the vendor that currently holds this service contract?

**Answer #6:** Brashe Advertising, Inc.

**Question #7:** All of our employees have Workers' Compensation and Employer's Liability for our state. Would this coverage be enough to qualify us under the Connecticut State Statutes?

**Answer #7:** This coverage would be acceptable as long as there is no aggregate cap on the amount of coverage.

**Question #8:** On Exhibit B, paragraph 3 it states that the general liability policy referenced meets or exceeds the coverage in Commercial General Liability ISO form CG 00 01 1001, including contractual liability. Our understanding of contractual liability is that it is generally common with construction contracts. Would it hold true for this advertising contract as well?

**Answer 8:** Contractual liability relates to all contracts; construction, advertising, and others.

**Question #9:** Please provide a breakdown in the frequency/volume of print ads placed for each of the listed publications for 2008/2009.

**Answer #9:** None were placed with Providence Journal, NY Times and New Haven Register. Listed below is the breakdown:

<u>Newspaper</u>	<u># of Print Ads</u>
Greenwich Media	52
Daily News	1
Journal News	18
Hartford Courant	3
El Diario	1
El Sol	1
Hersam Acorn Papers	3
Norwalk Hour	8

**Question #10:** Please provide a breakdown in the number of online job postings for each of the listed publications for 2008 and 2009.

**Answer #10:** None were placed with New Haven Register, NY Times, El Diario, El Sol, Hersam Acorn Papers, Norwalk Hour and Providence Journal. Listed below is the breakdown:

<u>Newspaper</u>	<u># of Online Postings</u>
Greenwich Media	52
Daily News	1
Journal News	18
Hartford Courant	3

**Question #11:** Please identify the specific Gannett newspapers you plan to advertise in, similar to how you specified the Greenwich Media publications.

**Answer #11:** The only Gannett newspaper the Town will advertise in will be the Journal News.

**Question #12:** Please identify the specific Hersam Acorn Papers you plan to advertise in, similar to how you specified the Greenwich Media publications.

**Answer #12:** The Hersam Acorn Papers the Town will advertise in are as follows: Greenwich Post, Darien Times, and New Cannan Advertiser.

- The Town will issue another addendum in September containing new revised reply sheets.
- The deadline for questions by respondents has now passed.
- The deadline for proposals for this RFP has been extended to September 30, 2009 at 2PM.

**ALL OTHER SPECIFICATIONS, TERMS AND CONDITIONS OF THIS RFB REMAIN UNCHANGED.**



James Giarraputo Latham, CPPB  
Senior Buyer

JGL:tw