

REQUEST FOR PROPOSAL

Parkland College
Media Buying

Parkland College seeks proposals from firms with demonstrated expertise in negotiating and securing effective, efficient media placement within Illinois Community College District 505. A contract will be awarded for a one-year time frame from July 1, 2018 through June 30, 2019.

Proposals are due **Friday, May 18, 2018** and should be addressed to:

Parkland College
Attn: Hilary Valentine, Room X151
Associate Director, Marketing & Public Relations
2400 W. Bradley Avenue
Champaign, IL 61821-1899

or by e-mail at hvalentine@parkland.edu

Please provide the following information in any proposal:

Vendor Information

- A. Agency's name, address, telephone number, legal status of entity (ownership), and the year the entity was established.
- B. Name of Agency's contact person, telephone and email address.

Qualifications Information

1. State the number of years of experience the media buyer/planner has in buying/planning **media in District 505**.
2. List three (3) clients for which the Agency has provided media planning and buying services within the last three (3) years and a brief description of the services performed.
3. Describe current or previous experience working with institutions of higher education. Include institution name(s), services provided, and years of the relationship.

4. Discuss the media buying process and provide examples on how the media buyer/planner presents proposed schedules for media buys. The chosen vendor will need to demonstrate past experience in emerging digital marketing strategies.
5. Parkland College requires the Agency to collect and compile vendor invoices and contracts and submit them on a monthly basis to Parkland Marketing for payment. Individual vendor invoices and contracts are not to be sent directly to Parkland College.
6. Provide fee and rate structure for media planning and buying services.
7. Agencies are invited to include additional information not requested above, if believed to be useful and applicable to this Request for Proposal.