

Request for Qualifications

Media Buying Services

Awarded to:
Cronin and Company
Glastonbury, CT
January 21, 2008

DECEMBER, 2007

Introduction

The Greater Hartford Ridesharing Corporation (The Rideshare Company), MetroPool, Inc., and Rideworks of Greater New Haven, Inc., are responsible for marketing alternative transportation regionally to commuters on behalf of the Connecticut Department of Transportation (ConnDOT).

Advertising for ConnDOT Commuter Services focuses on public transit and vanpools. Additional information on ConnDOT Commuter Services will be provided as needed.

Scope of Work

The marketing committee, comprised of representatives from Connecticut Department of Transportation and the non-profit organizations above, seeks to engage a professional consulting firm to purchase web media, television and radio time for a statewide 2008 marketing campaign. Production of new creative components for any television, radio or web media including any additional advertising could be added at the committee's option. Last year, ConnDOT Commuter Services campaign expenditures totaled approximately \$680,000 statewide between television, radio and web media.

The marketing committee would look to the consulting firm to:

- use media to leverage public relations placements;
- provide media purchases including value-added components that maximize the budget;
- provide media purchases that reach the greatest number Connecticut commuters and their households;
- provide oversight and follow-up of purchased media time;
- provide conscientious, accurate follow up on billing and post campaign review;
- provide the creative components if that option is made available, and
- provide superior customer service.

WEB MEDIA

The marketing committee is seeking to engage a consulting firm for online media buying, campaign optimization, analysis and reporting.

The consulting firm will:

- provide media purchases that reach the greatest number of Connecticut commuters and their households;
- monitor and manage the campaign throughout;
- demonstrate continuous online media buying experience;
- work closely with the creative agency to ensure that technical specifications and other requirements for each media property are met;

- provide oversight and follow-up of purchased media time, and
- provide conscientious, accurate follow up on billing and post campaign review.

TELEVISION MEDIA

The marketing committee is seeking to engage a consulting firm for television media buying, campaign optimization, analysis and reporting.

The consulting firm will:

- provide media purchases including value-added components that maximize the budget;
- provide television media purchases that reach the greatest number of Connecticut commuters and their households;
- provide oversight and follow-up of purchased media time, and
- provide conscientious, accurate follow up on billing and post campaign review.

RADIO MEDIA

The marketing committee is seeking to engage a consulting firm for radio media buying, campaign optimization, analysis and reporting.

The consulting firm will:

- provide media purchases including value-added components that maximize the budget;
- provide radio media purchases that reach the greatest number of Connecticut commuters and their households;
- provide oversight and follow-up of purchased media time;
- provide conscientious, accurate follow up on billing and post campaign review.

ADDITIONAL QUALIFICATIONS

The ideal consulting firm will have the ability to:

- develop creative, dynamic advertising solutions;
- work effectively with budget constraints;
- meet tight deadlines and adjust to changing priorities, and
- work independently, yet remain in consultation with the marketing committee.

SUBMISSION PACKAGE

The submission package by the consulting firm must:

- demonstrate the necessary skills and results;
- demonstrate continuous online media buying experience;
- clearly identify any piece of the work to be performed that will be sub-contracted and to whom;
- demonstrate strong communication and interpersonal skills, and
- provide a minimum of three references.

A letter of interest, together with general information on the experience of the consulting firm with similar projects, and resumes of key personnel should be transmitted to The Rideshare Company, attention: Susan Downes, (sdownes@rideshare.com), Marketing Coordinator, The Rideshare Company, 100 Corporate Drive, Suite 120, Windsor, CT 06095.

RFQ SCHEDULE

**RFQ Submission Deadline: January 4, 2008, 4:30 pm
at 100 Corporate Drive, Suite 120,
Windsor, CT 06095**

Provider Interviews: January 14, 2008 and January 15, 2008

Provider Selection: January 21, 2008

Start Date: Upon selection and funding approval from ConnDOT

The marketing committee intends to award a one (1) year contract. The marketing committee reserves the right to increase/or decrease the budget allotment at any time during the contract period with all terms, conditions, specifications and prices of the original contract remaining the same.

Questions and Clarifications

All questions relating to this RFQ must be submitted by e-mail to sdownes@rideshare.com. Please refer to **Media Buying Services** in the subject line. No phone calls please. Should any of the questions submitted make necessary the issuance of an addendum, the addendum will be furnished to all parties responding to this RFQ.

The marketing committee will not respond to questions after **December 26, 2007**.