

Question ID	Reference Link	Topic / Category	Question	Answer
Q01	Section 8 pg 13	Grantee Catchment Areas	Can the Collaborative provide a map or breakdown of the 21 grantees' catchment areas? Should media plans be developed by DMA, by catchment area?	1) Here is a link to our page that lists all of the 21 grantees and the counties in New York State that they cover https://tobaccofreenys.org/contact-us/ . 2) Media plans can be developed by Designated Market Area, while we would encourage you to demonstrate clearly how you would reach rural communities as well as urban areas effectively.
Q02	Section 5.1 pg 7	Youth Definition	The RFP identifies priority populations including "youth". Can you clarify how "youth" is defined? Teens, 18-24 year olds, etc...	For the purposes of this RFP, "youth" generally refers to individuals approximately ages 12–20.
Q03	Section 9 page 13	Budget	Since Media Vendors asked to be paid when media buys are placed, is there an opportunity for a start-up payment of 20% to cushion cash flow to pay media vendors?	Yes. A start-up payment may be included as part of the contract agreement.
Q04	Section 9 page 13	Budget	Is there a mandatory minimum percentage or dollar amount that must be allocated strictly to media placement (paid airtime/digital spend) versus agency fees and production?	No. We recognize that needs may change from year to year, and media placement levels may vary. However, proposals should demonstrate how creative development and media placement will result in measurable impact.
Q05	Section 5.1 pg 7	Testing	Does the 'pre-testing and post-testing' requirement listed in section 5.1 pg.7 require formal third-party focus groups, or is informal testing with the Workgroup/stakeholders sufficient?	Preference will be given to formal third-party focus groups. Informal testing with the Workgroup or stakeholders alone would generally not be sufficient.
Q06	Section 5.1 pg 7	Creative	Will the "multiple concepts" 5.1 pg. 7 developed for review each need to be tested?	The Workgroup will typically narrow concepts to two—and if needed, three—for testing.
Q07	Section 5.1 pg 7	Project Management	Is there a standard turnaround time for the feedback on creative assets 5.1 Pg. 7?	Historically, the Bureau of Tobacco Control Program required at least five business days for review. We anticipate needing up to 10 business days for review moving forward.

Q08	Section 5.1 page 8	Budget	Will ATFC Community Partners also run their own local media in addition to the regional media buys made under this contract? To that end, under "Collateral Production" 5.1 pg. 8 you include developing ads, radio scripts, digital banners, traditional ads, press materials, etc. customized by grantees and list approximately 15 events. We assume that needs to be accounted for in the budget.	a) Yes, in some cases. Community Partners may run local media using their own budgets; however, this is determined by each individual grantee and does not always occur. b) Because of this variability, Collateral Production will have a separate budget line that may be utilized as the Workgroup determines appropriate. This will be further defined during contract deliverable discussions and annual budget review and approval.
Q09	Section 5.1 page 8	Production/ Printing/ Collateral Materials	Do the Community Partners handle the production, 5.1 pg. 8 of the printed collateral materials? ie flyers, banners?	In most cases, yes. However, the Workgroup may request collateral materials that are produced for all 21 grantees, which is typical for events such as press events, Legislative Education Day, and the Youth Summit.
Q10	Section 5.1 page 8	Website(s)	Does the update and maintenance 5.1 pg.8 expectation of the website also include the menthol microsite "Its Not Just" (page 8 the verbiage is inconsistent with "website" vs "sites")	No, just TobaccoFreeNYS.org and it's subpages
Q11	Section 5.1 page 8	Website(s)	Will there be a full technical handoff of all website course files and CMS access 5.1 Pg. 8?	Yes, understanding this will take resources (time/labor)
Q12		Resources for those submitting proposals	Where can we find examples of the previous campaign?	www.notjustmenthol.org
Q13	Section 9 page 13	Budget	Section 9 Pg. 13: Does the budget have to be evenly split over the four years, as outlined?	Yes. We have a set budget per year.
Q14	Section 9 page 13	Budget	Section 9, page 13: Does the Collaborative have an anticipated percentage breakdown or historical precedent for how much of the \$819,900 budget we should allocate directly to the media buy versus the agency fee for strategic and creative development?	Allocations may vary each year. In earlier years, a larger portion of funds may support agency services and creative development, after year one there may a higher percentage for media placement. Historically, approximately 60–65% of the budget has been allocated toward media buys annually.
Q15	Section 9 Page 13	Budget	Section 9, page 13: Should the travel expenses for attending the two potential in-person meetings in Albany be factored into the \$819,900 estimated annual budget, or are travel expenses reimbursed separately?	Factor into the annual budget

Q15	Section 9 Page 13	Budget	Section 9, page 13: Can you provide an estimate of the current annual costs for web hosting and domain name management for TobaccoFreeNYS.org so we can accurately account for these hard costs within our proposed budget?	The estimate of the current annual costs for web hosting and domain name management is \$751
Q16	Section 7.2 Page 11 & Section 10 Page 16	Structure of Proposal	Section 7.2, page 11 of the RFP specifies that the written proposal must use 0.5-inch margins. However, the Final Proposal Checklist (Section 10, page 16) at the end of the document states we should use 2-inch margins. Could you please clarify which margin size is preferred for the final PDF submission?	The final PDF written submission margins should be no less than 0.5
Q17		RFP Distribution	Since the RFP is open nationally, would you be willing to share a bit more context on how broadly it's being distributed? For example, is this being circulated primarily through past respondents and direct outreach, or through wider industry channels as well?	The RFP has been distributed through several channels, including online searches identifying agencies that provide full-service media support, outreach to previous respondents, direct outreach to a generated list of agencies, posting on our website and Facebook page, and sharing with New York State Tobacco Control partners for further distribution.
Q18	Section 8 page 13	Media Placement/T ype	We see that the RFP mentions that this is a state-wide initiative. Do you foresee needing traditional (TV, radio, out-of-home, etc.) placements within the 5 boroughs of NYC, which can become costly and potentially tip the budget allocation equity among all catchment areas?	Budget decisions will be reviewed prior to determining media placement strategies. Funds are distributed equitably across the state, which may result in a higher proportion of media placement funds being allocated to New York City due to market costs.
Q19	Section 8 page 12	Media Placement/T ype	If open to it, we would suggest a mix of traditional/digital tactics in upstate New York and digital/social tactics only in NYC to help it be as cost-effective as possible.	Yes. Input from partners in New York City will be welcomed. At least one member of the Workgroup represents the NYC catchment area.
Q20	Section 5 page 6	Website	In section 5, you mention you are looking for the chosen agency to develop, host, and maintain TobaccoFreeNYS.org. Is a redesign of this website needed, or just editing the existing? If no redesign is needed, just editing the existing, would you expect the chosen agency to facilitate a transfer of the website from whoever manages/hosts it currently?	During Year 1, a redesign is not anticipated. The selected agency would be expected to facilitate transfer and ongoing management of the website from the current host.
Q21	Section 5.1 page 8	Website	In section 5.1 in the Website Development and Maintenance: are the bullet points referring to the existing TobaccoFreeNYS.org website? Or are there other websites needed to support this RFP's initiatives? How many websites are involved?	TobaccoFreeNYS.org is the primary website to be managed. Separate domain names (RealityCheckofNY.com and RealityCheckofNY.org) redirect users to a page within TobaccoFreeNYS.org.

Q22	Section 5.1 page 7	Testing	In section 5.1, you mention major public engagement campaign concepts must be pre-tested and post-tested with intended audiences, with refinements made based on feedback prior to production. What proof / feedback would you like to receive back on the pre-test/post-test of the campaigns? Has any pre-testing already been done that the selected agency could build on?	A report summarizing the testing results should be provided, including who conducted the testing, the methodology used, participant demographics, compensation provided to participants, and key findings and recommendations. Pre-testing has been conducted for some previous campaign concepts.
Q23	Section 5.3	Reporting	In section 5.3, you mention providing all supporting documentation for campaign reporting, including a post-buy analysis. What information are you hoping to receive from this post-buy analysis (ex: comparisons to industry average click-through-rates for digital tactics, etc.)?	Post-buy analysis should include relevant performance metrics, such as click-through rates, comparisons to industry averages, video completion rates, engagement with landing pages or calls to action, and any available geographic or audience insights.
Q24	Section 8	Reporting	In section 8, you mention how the selected agency should provide performance reporting for each catchment area. Do you already have assigned regions / catchment areas? If so, can you share how you're categorizing them?	Yes. Catchment areas are organized by counties or groups of counties within a region. A list of grantees and their service areas is available here: https://tobaccofreenys.org/contact-us/
Q25	Section 5.1	Creative	In 5.1, the RFP uses the language "Proposal should include creative strategies." Can you explain what you mean by this? For example, is the expectation that the answering agencies would provide speculative strategic recommendations and include them in the proposal before being selected? Or, alternatively/preferably, would it be enough if agencies showed their expertise in this area by highlighting other case studies for similar clients/campaigns?	No speculative work is required. Agencies may demonstrate their expertise by highlighting relevant case studies and examples of similar campaigns.