



## **NEW MEXICO HEALTH INSURANCE EXCHANGE**

### **Request for Proposals**

- **Advertising & Marketing Assistance, Educational Content, & Public Relations Services**

### **Addendum #1**

Issued: June 18, 2013

Submission Date June 26, 2013

## **New Mexico Health Insurance Exchange - Request for Proposal**

- **Advertising & Marketing Assistance, Educational Content, & Public Relations Addendum #1**

Initial Vendor Questions/Corrections

- 1) How much does location of your selected agency impact your decision? And, how are you going to weigh local proximity to agency capabilities / ability to perform?

First and foremost we are looking for agencies with the experience and capabilities outlined in the RFP. If your agency is capable of all requirements, we welcome your proposal regardless of your agency location. Saying that, we are keenly interested in the manner in which you will bring your talents and then apply them to the New Mexico's unique tri-cultural population. Considering the focus group activity expected around the state, we would encourage the use of local talent to supplement your team to provide local insight and cost efficiencies. We expect an onsite presence to manage our campaign during the initial creative design, development and launch phases and subsequent campaign cycles.

- 2) Page #9 and #10 of the RFP there is inconsistency in the proposal page limit. What is the proposal page limit and is cost proposal included in that limit?

Total proposal is limited to 25 pages not including the cost proposal.

Initial vendor questions and inquiries answered to provide clarity and direction.  
Remaining Questions on proposals due by June 24, 2013.