



Post Office Box 3005
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January 22, 2020

ADDENDUM NO. 01
TO
SPECIFICATIONS AND CONTRACT DOCUMENTS
FOR
REQUEST FOR PROPOSAL 20-02

MEDIA BUYING SERVICES
FOR THE JACKSONVILLE PORT AUTHORITY

The item(s) of this Addendum shall modify and become a part of the contractual documents for this project as of this date.
(Failure to acknowledge this addendum may be grounds for rejection of proposal.)

PHYSICAL CHANGES TO RFP SPECIFICATIONS
**Changes by addition or deletion have been highlighted for ease of review*

ATTACHMENTS TO CONTRACT SPECIFICATIONS

Attachment No. 1 – Questions received by E-mail or E-Builder

Acknowledgment of the following addenda is hereby made:

Addendum #1, Dated: _____ Initials _____

Company: _____

NOTE: THIS ADDENDUM SHALL BE ACKNOWLEDGED ON THE BID FORM. FAILURE TO ACKNOWLEDGE ADDENDUM WILL BE GROUNDS FOR REJECTION OF PROPOSAL.

PLEASE VISIT <https://www.jaxport.com/procurement/> OR CALL PROCUREMENT SERVICES AT (904) 357-3455, PRIOR TO THE BID OPENING TO DETERMINE IF ANY ADDITIONAL ADDENDUMS HAVE BEEN RELEASED ON THIS CONTRACT.



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REQUEST FOR PROPOSAL 20-02
MEDIA BUYING SERVICES
FOR THE JACKSONVILLE PORT AUTHORITY
RESPONSE TO QUESTIONS

1. Is this RFP for a current campaign or for a new one under development?

ANSWER: Both – the firm selected to provide media buying services will assist JAXPORT with placements for current programs and will advise on reach and placements for new campaigns.

2. What business goals will the paid media support?

ANSWER: JAXPORT's sales and marketing team is responsible for growing revenue. To support that objective, media buying for JAXPORT has a twofold purpose: increase brand awareness and generate leads.

3. On Page A3-1 (Article III), there is a helpful checklist. In item #2, how do you define "public entity customers," specifically?

ANSWER: Great question. If your firm has experience media buying in the maritime, transportation and logistics space, then your customers – whether private businesses, publicly traded companies, ocean carriers, freight forwarding firms, 3PLs, rail lines, trucking firms, economic development agencies, other seaport authorities – would qualify.

4. Is this bid only open to marketing and advertising agencies or would there be an opportunity for JaxPort to use a staffing/recruiting firm?

ANSWER: If a staffing firm could meet the minimum criteria and supply a media buyer who can perform the Scope of Services in Article IV, then yes, JAXPORT can accept bids from a staffing firm.