



Accelerate Progress for Students

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Executive Director

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Superintendent

RFP NO. 18-037 RA ADDENDUM #2

January 27, 2018

Please note the following responses to questions regarding RFP:

1. Format: RFP says not to exceed 30 single sided pages. Can the format be vertical (8.5 x 11) or horizontal (11 x 8.5)? **Yes**
2. Scope of Work (P. 10)
 - a. **Creative Image:** Will a logo also be needed? **Discussed with successful offeror**
 - b. **Creative Image:** Do visuals refer to “concepts’ that APS can take and run with resizing and reformatting for Social, Print or Web such as headlines and photography and graphics for the look and feel of everything? Or, should we quote creating a template for each of the items listed in #2 = powerpoint template, Letterhead template, poster template, etc (Or perhaps our hourly rate covers the specifics of each project.) **This will be discussed with successful offer**
 - c. **Costs:** Are you wanting only hourly rate stated or would you like a project cost for each of the 3 areas of scope of work plus hourly rates? **Hourly rate as stated in RFP**

Thank you for your interest in Albuquerque Public Schools

ACKNOWLEDGE ADDENDUM WITH SUBMITTED PROPOSAL: Addenda not signed and returned may consider the RFP non-responsive and may be rejected.

COMPANY/FIRM NAME

SIGNATURE

DATE