



THE REGIONAL MUNICIPALITY OF NIAGARA

REQUEST FOR PRE-QUALIFICATION (RFPQ) OF

ADVERTISING REQUIREMENT OF THE NIAGARA REGION

DOCUMENT NUMBER 2017-RFPQ-06

ISSUE DATE: MONDAY AUGUST 28, 2017

CLOSING LOCATION:

CORPORATE SERVICES DEPARTMENT
THE REGIONAL MUNICIPALITY OF NIAGARA
CAMPBELL WEST BUILDING
1815 SIR ISAAC BROCK WAY
(FORMERLY, 2201 ST. DAVID'S ROAD)
THOROLD, ONTARIO, L2V 4T7
ATTENTION: WEI CHEN (TIM)

CLOSING DATE AND TIME:

THURSDAY SEPTEMBER 14, 2017,
2:00 P.M. LOCAL TIME

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(All being part of this Request for Prequalification)

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1.0 INTRODUCTION

The Regional Municipality of Niagara (the “Region”) intends to pre-qualify firms for the following services:

Request for Pre-qualification (RFPQ): Advertising Requirement of the Niagara Region

1.1 This Call for RFPQ is open to all to be considered for:

Proponents should follow the details of this document closely when responding to this request.

1.2 This Call for RFPQ outlines the scope of the required work, responsibilities of the Proponents, requirements for the RFPQ submission, the selection process and related conditions and specifications. The Region reserves the right, in its sole discretion, to disqualify Proponents who fail to provide all mandatory information as required by this Call for RFPQ.

1.3. The information contained in the Call for RFPQ is intended to provide interested parties with a general overview of the work required.

1.4 Special accessibility accommodations and materials in alternative formats can be arranged by contacting the Niagara Region’s Accessibility Coordinator at 905-980-6000 ext. 3252 or accessibility@niagararegion.ca.

2.0 SUMMARY AND SCOPE OF WORK

Background

As part of Niagara Region’s provision of programs and services, staff purchase print advertising to drive attendance at events and public meetings, heighten awareness of important issues and meet provincially legislative requirements.

Until recently, the print advertising function at Niagara Region had been almost completely decentralized and done ad-hoc by specific departments and divisions for their own operational needs. Starting in 2017, the advertising function was consolidated under the Strategic Communications and Public Affairs division at the Region.

There are three key business drivers motivating this change in approach:

- The responsible use of taxpayer money
- Consistent use of the Region’s branding
- Streamline business processes

A component of this consolidation is to request proposals from local publications to service the Region’s print advertising needs. It is the intention of Niagara Region to prequalify proponents with a local publication to secure print advertising rates for as long as 24 months.

Note: Niagara Region reserves the right to enter into agreements with more than one Proponent.

Objectives

The Niagara Region has the following four objectives for this project:

1. **Ensure Niagara Region is being as cost effective as possible** by entering into a contractual agreement with a local publication(s) to provide print advertising; this includes a guaranteed minimum spend at the lowest tier
2. **Ensure Niagara Region’s brand is being well represented in print advertising** by presenting Niagara Region’s advertising under one consistent banner and on the same page (where reasonably appropriate)
3. **Streamline business process both internally and with the successful proponent** by centralizing the Region’s advertising function, ensure a single point of contact and having a pre-established process
4. **Maximize the reach of all Regional print advertising** by limiting the placement of all Regional print advertising to the day of the week with highest circulation (whenever appropriate)

Specifications and Scope of Work

Currently, Niagara Region’s print advertising function is decentralized across the organization. Upon the award of this RFP contract, all advertising at Niagara Region will be centralized with the Strategic Communications and Public Affairs team. In practice, the successful proponent(s) will have a singular point of contact at the Region and will only accept Niagara Region ad buys from the Strategic Communications team.

The Strategic Communications and Public Affairs team will manage the internal advertising function, coordinating ad buys and placement. All ad buys will follow the pricing established through this RFPQ.

All proponents must complete the following table outlining their proposed offerings at the four tier levels.

TIER 1	TIER 2	TIER 3	TIER 4	TIER 5
\$10,000 (tier maximum guaranteed to all successful proponents)	\$10,000 - \$25,000	\$25,001 - \$40,000	\$40,001 - \$55,000	\$55,001 +

Note about pricing: it is Niagara Region’s intention to establish a prequalified list of successful proponent(s) for an initial year, with an optional extension for an additional 12 months. When

providing your prices and rate cards, please provide your rates for the first 12 months. If the extension year is entered into rates/prices for the optional renewal year will be requested at time of extension.

In addition to the specifications outlined above, the successful proponent must also be able to process invoices suitable for Niagara Region's needs. For invoices that contain multiple advertisements, there must be a breakdown on the cost for each ad separately.

The successful proponent will have ability to track Regional spending and modify the rates as per the contractual tier thresholds. At the Region's request, it will also be responsible to prepare reports outlining the Region's total spend to date, as well as tear sheets for all Regional advertising either in hardcopy or digitally (PDF).

Potential for a Commitment to Regular Monthly/Bi-weekly Advertising

Through this RFP, Niagara Region is exploring the option to commit to a single proponent for a regular advertising buy. To this end, we are requesting pricing for the following, with the understanding that Niagara Region may commit to purchasing this advertising:

- 12 full-page ads
- 24 full-page ads
- 12 half-page ads
- 24 half-page ads

3.0 REQUEST FOR PRE-QUALIFICATION (RFPQ) REQUIREMENTS

This Call for RFPQ has been designed to elicit pertinent data that will be used in evaluating each Proponent's ability and qualifications.

In the event that the Proponent has questions as to any terms, conditions or provisions of this Call for RFPQ, or the meaning or interpretation thereof, the Proponent may request information or clarification by submitting such requests, in writing, by fax or by e-mail to the following:

Wei Chen (Tim): – Purchasing Services

Email: tim.chen@niagararegion.ca

Phone: 905-980-6000 ext. 3470

Fax: 905-682-8521

The Pre-qualification submission for this project must include the following information:

1. Name and address of the company.
2. Your firm's in-house resources and directly related abilities.
3. Biographical information on principals and key members.
4. Information on types and sizes of projects completed with specific reference scope of work as described in section 2.0.
5. Evidence that firm and associate firms have staff, background and expertise available to competently handle the type, scope and delivery schedule of work contemplated.

4.0 SUBMISSION REQUIREMENTS

The Proponent shall submit one (1) original and four (4) copies of the RFPQ. RFPQ's are to be submitted in packages with the following information clearly marked on the outside of the package:

1. Advertising Requirements of the Niagara Region
2. Title # 2017-RFPQ-06

The Region may, in its sole discretion, disqualify Proponents who fail, in the opinion of the Region, to meet the requirements of the Call for RFPQ.

The Region reserves the right to revise this Call for RFPQ prior to the due date. Revisions shall be emailed and/or faxed to all potential Proponents who have received this RFPQ document. The Region reserves the right to extend the date by which the RFPQ's are due.

5.0 DATE AND PLACE FOR RECEIVING SUBMISSIONS

Submissions will be received by the Purchasing Office, Corporate Services Department, Regional Municipality of Niagara, Campbell West, 2201 St. David's Road, P.O. Box 1042, Thorold, Ontario, L2V 4T7, until 2:00 p.m. local time, Thursday September 14, 2017.

No further information will be made available at that time.

The Region will not, under any circumstances, reimburse any Proponent for any costs associated with the preparation of the RFPQ.

6.0 EVALUATION OF SUBMISSIONS

Proponents must be able to meet (or exceed) the Region's eight requirements in order to be considered successful proponent. **Any proponent who meets the established criteria will be considered for award, guaranteeing them a minimum Regional advertising spend of \$10,000.**

Criteria	YES	NO
Produce a hardcopy print version of their publication		
Hardcopy print circulation of at least 100,000 copies per week		
Circulation must include a minimum of weekly home delivery		
Allow for targeted advertising in specific municipalities (either by “zones” or individual publications)		
Ability to accommodate advertising of a dimension sufficient to Niagara Region’s needs (up to 10” x 10”)		
Ability to commit to the prices outlined in their response for a minimum of 12 months		
Ability to design/layout ads based on a template provided by Niagara Region		
Make all reasonable efforts to ensure Regional advertising is well presented in a concentrated space/area (i.e. on the same page)		

Proponents must certify they can meet these eight criteria. Niagara Region reserves the right to request verification from the proponent of their ability to meet these requirements.

7.0 PROCUREMENT BY-LAW

Submissions will be solicited, received, evaluated, accepted and processed in accordance with the Region’s Procurement By-Law as amended from time to time. In submitting a response to this solicitation, the Bidder agrees and acknowledges that it has read and will be bound by the terms and conditions of the Region’s Procurement By-law.

The Procurement By-Law can be viewed on the Region’s website, www.niagararegion.ca.

8.0 DEBRIEFING

After the selection has been made, an unsuccessful firm may request a debriefing session to discuss their submission by contacting Purchasing Services. The Purchasing Services will conduct a debriefing, by telephone, for the purpose of explaining the evaluation process, discussing only the firm’s submission, its ranking, and explaining why they were not selected. The following is the Purchasing Services contact information:

Wei Chen (Tim)
Phone Number: 905-980-6000, extension 3470

All other inquiries are to be in accordance to Clause 3 Clarification, page 5.

9.0 FORM OF SUBMISSION FOR PROJECT

I/We the undersigned, having carefully examined all Sections of this Request for Pre-qualification do hereby affirm the acceptance of the requirements.

COMPANY:	CONTACT NAME:
(Must Show Correct Legal Company Name)	(please print)
ADDRESS:	SIGNATURE:
	(I/We have the authority to bind the Corporation)
	TITLE:
	WITNESS:
POSTAL CODE:	SIGNATURE:
TELEPHONE NUMBER:	TITLE:
FAX NUMBER:	DATE:
E-MAIL ADDRESS (Must supply if available):	

Appendix 1 – Pricing Option Tier Level

All proponents must complete the following table outlining their proposed offerings at the five tier levels.

TIER 1 \$10,000 (tier maximum guaranteed to all successful proponents)	TIER 2 \$10,000 - \$25,000	TIER 3 \$25,001 - \$40,000	TIER 4 \$40,001 - \$55,000	TIER 5 \$55,001 +
ATTACHED RATE CARD (modular pricing)	ATTACHED RATE CARD (modular pricing)	ATTACHED RATE CARD (modular pricing)	ATTACHED RATE CARD (modular pricing)	ATTACHED RATE CARD (modular pricing)
Included “value add” offerings at price point	Included “value add” offerings at price point	Included “value add” offerings at price point	Included “value add” offerings at price point	Included “value add” offerings at price point
Cost per column inch	Cost per column inch	Cost per column inch	Cost per column inch	Cost per column inch
Cost to include a flyer insert	Cost to include a flyer insert	Cost to include a flyer insert	Cost to include a flyer insert	Cost to include a flyer insert

Supplied rate cards will provide the following information:

Modular pricing and dimensions for the following (at a minimum):

- Full Page
- Half page (horizontal)
- Half page (vertical)
- Three quarters page
- Three-eighths page
- Quarter page (banner style)
- Quarter page (vertical)
- Eighth page
- Sixth page
- Earlug

Other rate card requirements include:

- Prices for all publications/zones separately in order to allow Niagara Region to target specific areas
- Deadline requirements for advertising submissions
- Cost for colour advertising
- Main contact (including cell phone number)
- Distribution/circulation rates, by week day, for each publication/zone
- Online advertising options and rates at that specific tier