



RFP #25-005

Digital Advertising Bid

BIDDERS ARE REQUESTED TO RETAIN THESE INSTRUCTIONS, CONDITIONS, AND SPECIFICATIONS FOR FUTURE REFERENCE. ONCE AWARDED THIS IS YOUR CONTRACT DOCUMENT.

Bid Opening Date: **April 14, 2024**

Bid Opening Time: **1:00 p.m.**

Bid must be delivered to: Elmore County Board of Education
Attn: RFP #25-005
100 H. H Robison Drive
Wetumpka, AL 36093

Late proposals will not be opened.

Delivering proposals to other locations within the Elmore County School system for forwarding to the Central Office is not acceptable.

Check online for modifications to bid. Notices will be posted, not mailed. It is your responsibility to check this site daily until the deadline for changes (48 hours prior to proposal opening) <https://www.elmoreco.com/RFP>

I. GENERAL INFORMATION

- A. All bidders must use our form for submitting their proposal.
- B. All proposals must be sealed and marked in the lower left-hand corner “**Digital Advertising**” with bid number **25-005**, opening time and date. Late proposals will not be opened.
- C. The Elmore County Board of Education is tax exempt under State and Federal law. Bids will not include State Sales Tax, Federal Excise Taxes, or any other fee.
- D. Records showing successful bidder(s) and prices quoted will be placed on file and may be examined upon request.
- E. Although the System is seeking proposals on specific product specifications, the use of trade names should be interpreted as establishing a standard of quality and shall not be construed as limiting competition.

II. DISQUALIFICATION OF BIDS

Proposals may be disqualified before the awarding of the contract for any of the following:

- A. Failure to mark envelope as required.



- B. Failure to sign or notarize the bid document.
- C. Failure to include requested information or other details of the proposal.
- D. Excessive errors.
- E. Failure to provide required Bonds (if applicable).
- F. Failure to provide E-Verify documents.
- G. Failure to have an original signature on the bid form, a faxed copy is not acceptable.

III. SPECIAL TERMS AND CONDITIONS

INTRODUCTION

The Elmore County Board of Education is seeking proposals from qualified digital advertising agencies to develop and implement a digital advertising campaign using a **conquesting overlay strategy with real-time data**. The goal of this campaign is to enhance our digital presence, increase engagement with our target audience, and drive conversions.

PROJECT OVERVIEW

The selected agency will be responsible for creating and managing a digital advertising campaign that leverages conquesting overlay strategies. This involves targeting potential customers who have visited or searched for competitors' websites and displaying our ads to them in real-time. The campaign should include cross-device optimization and robust reporting.

SCOPE OF WORK

The scope of work includes, but is not limited to, the following:

- **Campaign Strategy:** Develop a comprehensive digital advertising strategy that includes conquesting overlay techniques.
- **Ad Creation:** Design and create engaging digital ads that align with our brand and objectives.
- **Real-Time Data Integration:** Utilize real-time data to optimize ad targeting and delivery.
- **Cross-Device Optimization:** Ensure ads are optimized for smartphones, tablets, and desktops.
- **Reporting:** Provide detailed reports on campaign performance, including metrics such as impressions, clicks, conversions, and ROI.



PERFORMANCE METRICS

The selected agency will be required to track and report on the following performance metrics:

- **Impressions:** The number of times the ads are displayed.
- **Clicks:** The number of times the ads are clicked.
- **Click-Through Rate (CTR):** The ratio of clicks to impressions.
- **Conversions:** The number of desired actions (e.g., sign-ups, purchases) completed by users.
- **Conversion Rate:** The ratio of conversions to clicks.
- **Return on Investment (ROI):** The financial return generated from the campaign relative to its cost.
- **Engagement Metrics:** Metrics such as time spent on the website, pages per session, and bounce rate.

DATA PRIVACY MEASURES

The selected agency must adhere to the following data privacy measures:

- **Compliance:** Ensure compliance with all relevant data protection laws and regulations, including GDPR and CCPA.
- **Data Security:** Implement robust security measures to protect user data from unauthorized access, disclosure, alteration, and destruction.
- **User Consent:** Obtain explicit consent from users before collecting, using, or sharing their data.
- **Transparency:** Provide clear and transparent information to users about how their data will be used and shared.
- **Data Minimization:** Collect only the data necessary for the campaign and avoid excessive data collection.
- **Anonymization:** Anonymize user data wherever possible to protect user privacy.
- **Third-Party Agreements:** Ensure that any third-party vendors involved in the campaign adhere to the same data privacy standards.



LEGAL AND COMPLIANCE REQUIREMENTS

The selected agency must adhere to the following legal and compliance requirements:

- **Contracts:** Agree to the terms and conditions outlined in the contract with the Elmore County Board of Education.
- **Compliance:** Ensure compliance with all relevant laws and regulations, including advertising standards and data protection laws.
- **Insurance:** Maintain appropriate insurance coverage, including liability insurance, to protect against potential risks and claims.
- **Intellectual Property:** Respect intellectual property rights and ensure that all creative materials used in the campaign are properly licensed or owned by the agency.
- **Non-Disclosure Agreement (NDA):** Sign a non-disclosure agreement to protect confidential information shared during the project.

HANDLING CAMPAIGN ADJUSTMENTS

The selected agency must be prepared to handle campaign adjustments based on performance data and feedback. This includes:

- **Regular Monitoring:** Continuously monitor campaign performance and identify areas for improvement.
- **Flexibility:** Be flexible and responsive to changes in campaign goals, target audience, and market conditions.
- **Optimization:** Implement adjustments to optimize ad targeting, creative elements, and budget allocation.
- **Reporting:** Provide regular updates and reports on the impact of adjustments and overall campaign performance.
- **Collaboration:** Work closely with the Elmore County Board of Education to ensure alignment with our objectives and expectations.



TECHNICAL REQUIREMENTS

The selected agency must meet the following technical requirements:

- **Platform Compatibility:** Ensure that the digital advertising campaign is compatible with all major digital platforms, including social media, search engines, and display networks.
- **Integration:** Integrate the campaign with existing systems and tools used by the Elmore County Board of Education, such as CRM systems and analytics platforms.
- **Scalability:** Ensure that the campaign can scale to accommodate increased traffic and engagement without compromising performance.
- **Security:** Implement robust security measures to protect campaign data and user information from unauthorized access and breaches.
- **Compliance:** Adhere to all relevant technical standards and best practices for digital advertising, including those related to data privacy and security.

AD PLACEMENT STRATEGIES

The selected agency must outline their ad placement strategies, including:

- **Target Audience Identification:** Define the target audience segments based on demographics, interests, and behaviors.
- **Platform Selection:** Identify the digital platforms (e.g., social media, search engines, display networks) where the ads will be placed.
- **Contextual Targeting:** Utilize contextual targeting to display ads in relevant content environments.
- **Geotargeting:** Implement geotargeting to reach users in specific geographic locations.
- **Frequency Capping:** Set frequency caps to limit the number of times an ad is shown to the same user.
- **Retargeting:** Use retargeting strategies to re-engage users who have previously interacted with our website or ads.
- **A/B Testing:** Conduct A/B testing to determine the most effective ad creatives and placements.



QUALITY ASSURANCE MEASURES

The selected agency must implement quality assurance measures to ensure the effectiveness and accuracy of the campaign. This includes:

- **Testing:** Conduct thorough testing of ad creatives, targeting parameters, and data integration processes to ensure optimal performance.
- **Feedback Mechanisms:** Establish mechanisms for collecting and incorporating feedback from stakeholders and users to continuously improve the campaign.
- **Performance Reviews:** Regularly review campaign performance against established metrics and benchmarks to identify areas for improvement.
- **Continuous Improvement:** Implement strategies for continuous improvement throughout the campaign, including iterative adjustments and optimizations based on performance data.

PROJECT MANAGEMENT

The selected agency must outline their project management approach, including:

- **Project Plan:** Develop a detailed project plan with timelines, milestones, and deliverables.
- **Communication:** Establish a communication plan to ensure regular updates and collaboration between the agency and the Elmore County Board of Education.
- **Risk Management:** Identify potential risks and develop strategies to mitigate them.
- **Resource Allocation:** Allocate resources effectively to ensure timely completion of the project.
- **Reporting:** Provide regular progress reports to keep stakeholders informed about the project's status.



PROPOSAL REQUIREMENTS

Proposals should include the following information:

- **Agency Background:** A brief overview of your agency, including relevant experience and expertise. Please be sure to include experience you have with school systems in Alabama.
- **Campaign Approach:** A detailed description of your proposed approach to the campaign, including strategies for conquering overlay and real-time data integration. In addition, sample add campaigns should be provided for review.
- **Case Studies:** Examples of similar campaigns you have executed successfully.

PROPOSAL REQUIREMENTS (CONT.)

- **Team:** Information about the team members who will be working on this project.
- **Budget:** A detailed budget breakdown, including all costs associated with the campaign.
- **Timeline:** A proposed timeline for the campaign, including key milestones and deliverables.
- **Data Privacy Plan:** Must provide a detailed explanation of how personal data will be protected.

BUDGET BREAKDOWN: Please provide a detailed budget breakdown that includes the following:

- **Ad Creation Costs:** Costs associated with designing and creating digital ads.
- **Data Integration Costs:** Costs for integrating real-time data into the campaign.
- **Optimization Costs:** Costs for cross-device optimization.
- **Reporting Costs:** Costs for generating detailed reports on campaign performance.
- **Other Costs:** Any additional costs associated with the campaign.



IV. PROPOSAL EVALUATION

- A. **EVALUATION SCHEDULE:** The proposals will be initially evaluated for conforming to the requirements of the RFP.
- B. **TERMS OF AWARD(S):** It is the intent of the school district to issue an award for the products indicated in the RFP specifications. **Awards will not be made based on price alone.**
- C. Any deviations from the general terms and conditions or exceptions taken shall be described fully and appended to the proposal form on the vendor's letterhead over the signature of the person signing the proposal form. Such appendages shall be considered part of the vendor's formal proposal. For the absence of any statements of deviation or exception, the RFP shall be accepted as in strict compliance with all terms and conditions.
- D. If a vendor receives a proposal award, an order is placed and vendor is unable to meet the delivery requirements, meet service requirements, or material that meets the District's needs as outlined in the RFP, or is unable to hold bid price, or fails to provide product or service within a reasonable period of time, AND/OR fails to provide product complying with bid specifications, as determined by the District, the District reserves the right to go to the next responsible bidder that meets bid specifications. If the bid item delivered does not meet specifications or is received in an unsatisfactory condition and is in a damaged or unusable condition, or if service is unsatisfactory, vendor must pick up item immediately, and replace to each district's satisfaction at no additional charge, or issue full credit, for service a return visit must be rescheduled within 24 hours. Rejected items must be removed from the district's premises by the vendor upon verbal notification.
- E. **EVALUATION:** Award(s) will be made to the responsive and responsible bidder(s) whose proposal(s) is (are) determined in writing to be most advantageous to the Elmore County Schools.

Evaluation criteria is listed below in the relative order of importance:

- Qualifications of the Bidder, financial and otherwise, to provide the District with these services required in the required period of time, provide appropriate staffing to meet deadline, provide necessary resources and show a history of demonstrated competence.
- Assessment of the Bidder's abilities to meet and satisfy the needs of the District, taking into consideration additional services, or expertise offered, that exceed the requirements, or the bidder's inability to meet some of the requirements of the specifications.
- Quality, Creativity and Innovation – The creativity and innovation of the proposed campaign approach will be considered *please provide a sample*
- Team and Agency Expertise – We will evaluate the experience and expertise of the team members assigned to the project.



- Data Privacy Measures
- Project Management and Strategies
- Cost – While cost is a significant factor in considering the placement of the awards, it is not the only factor. The award will not be based on price alone, nor will it be based solely upon the lowest fees submitted.
- Past performance of work with Elmore County Schools and other school districts within the state of Alabama.
- References – Positive references from previous clients.
- Information obtained by the District from Bidder's references or other clients.
- Responsiveness of the bid in clearly stating and understanding the scope of work, and in meeting the requirements of the bid.
- Jason Mann, CFO, is the local point of contact for any questions on this RFP. He can be reached at 334-567-1200, ext. 20026.

V. TERMINATION OF CONTRACT CLAUSE

The contract will include the following termination and extension clauses:

- **Termination Clause:** The Elmore County Board of Education reserves the right to terminate the contract at any time for convenience or for cause. In the event of termination for convenience, the agency will be compensated for work completed up to the termination date. In the event of termination for cause, the agency will be notified of the specific reasons for termination and will have an opportunity to address the issues before termination is finalized.
- **Extension Clause:** The contract may be extended for additional terms, not to exceed a total of four years, upon mutual agreement of both parties. Any extension will be based on satisfactory performance and continued need for the services provided.



VI. ALABAMA IMMIGRATION LAW

- A. The Beason-Hammon Alabama Taxpayer and Citizen Protection Act includes several sections that affect the financial operations of Alabama School boards.
- B. Effective April 1, 2012, every business entity or employer doing business in Alabama is required to enroll in E-Verify* and follow the related federal law and regulations for verifying the employment eligibility of newly hired employees using the E-Verify program. {See Section 31-13-15(b)}

**If you are an out-of-state employer with NO EMPLOYEES located in the State, then registration in E-Verify is not required, but a statement to such is required.*

- C. Two other sections of the law require business entities and employers with one or more employees working in Alabama to utilize the E-Verify program for newly hired employees as a condition of a contract, grant, or incentive awarded by a public entity on or after January 1, 2012 through the competitive bidding process. {See Section 31-13-9(a) & (b) and Section 31-13-25(b)}.
- D. Alabama laws (see Title 31, Chapter 13 of the Code of Alabama 1975) require that, as a condition for the award of a contract* by a school board to a business entity or employer with one or more employees working in Alabama; the business entity or employer must provide documentation of enrollment in the E-Verify program. During the performance of the contract, the business entity or employer shall participate in the E-Verify program and shall verify every employee that is required to be verified according to the applicable federal rules and regulations. The contractor's E-Verify Memorandum of understanding must be included with the bid. If you do not believe these requirements are applicable to your entity, include an explanation justifying such exemption. An entity can obtain the E-Verify Memorandum of understanding upon completion in the E-Verify enrollment process located at the federal web site www.uscis.gov/everify. The Alabama Department of Homeland Security (<http://immigration.alabama.gov>) has also established an E-Verify employer agent account for any business entity or employer with 25 or fewer employees that will provide a participating business entity or employer with the required documentation of enrollment in the

E-Verify program. An Employer Identification Number (EIN), also known as a Federal Tax Identification Number, is required to enroll in E-Verify or to establish an E-Verify employer agent account.

**Act 2012-491 defines the term contract as, "...a contract awarded by the state, any political subdivision thereof, or any state-funded entity that was competitively bid..."*

If you have not previously supplied evidence of compliance with the Alabama Immigration Law to the Elmore County Schools, you will need to submit evidence with your bid response through the completion of Exhibit A and any necessary attachments.



Submission

Be sure you have read this RFP carefully. Be sure to provide all additional information requested. Failure to include information in your package may result in your proposal being rejected.

If you have any questions regarding any requirement, including the Alabama Immigration Law requirement, you must contact us for clarification. If you notice errors in the bid, you must contact us 72 hours prior to bid opening so that corrections can be posted for all bidders.

Use the Following Method of Delivery

Address

ELMORE COUNTY BOARD OF EDUCATION
ATTN: BID #25-005” - “Digital Advertising”
100 H. H. Robison Drive
Wetumpka, AL 36092

**Note: Late proposals will not be opened and will be disqualified.
Please put Bid Number 25-005 on outside of mailing envelope.**



EXHIBIT A
ALABAMA IMMIGRATION LAW COMPLIANCE NOTIFICATION

All Vendors wishing to submit proposals must be able to provide The Elmore County School System with evidence of their compliance with the Alabama Immigration Law as described in Section XII of this bid.

Please respond to the following and submit this form with your bid.

Failure to properly execute this exhibit must be considered grounds for rejecting this bid.

_____ I have read and understand the expectations for materials which will demonstrate compliance with the Alabama Immigration Law.

_____ I understand that any award is contingent upon receipt of all materials necessary that demonstrate compliance.

_____ This company has no operations or employees within the state of Alabama, therefore the Alabama Immigration Law requirements do not apply. However, should this company be awarded this contract, and should this company later employ individuals in the state of Alabama, this company will comply with and submit all necessary documentation for compliance with this law.

Or

_____ This company has already submitted all necessary documents to The Elmore County School System Accounting Department which verify compliance with the Alabama Immigration Law.

Or

_____ This company meets the requirements for compliance with the Alabama Immigration Law and has included the necessary materials within this bid response.

Company: _____

Address: _____

Telephone Number: _____

Fax Number: _____

Name (Print or type): _____

Title: _____

Signature: _____



EXHIBIT B

COMPANY BACKGROUND, BILLING POLICY, WARRANTY OR GUARANTEE, AND REFERENCES

As is outlined in Section V of the Bid Specifications, please address the following questions.

- 1. The length of time your company has been doing business under its current name.**
- 2. The length of time your company has been doing business in the State of Alabama.**
- 3. The length of time your company has been conducting business with school systems.**
- 4. In the space below, please indicate your company's warranty or guarantee as it relates to the services under this bid.**
- 5. In the space below, please indicate your company's billing policy.**



EXHIBIT B (Continued)

COMPANY BACKGROUND, BILLING POLICY, WARRANTY OR GUARANTEE, AND REFERENCES

6. Please provide up to three (3) current Alabama references that we may contact. All fields must be complete.

1. **Company:** _____
Address: _____

Contact Person: _____ Phone #: _____
Email: _____ Date service began: _____
2. **Company:** _____
Address: _____

Contact Person: _____ Phone #: _____
Email: _____ Date service began: _____
3. **Company:** _____
Address: _____

Contact Person: _____ Phone #: _____
Email: _____ Date service began: _____
4. **Company:** _____
Address: _____

Contact Person: _____ Phone #: _____
Email: _____ Date service began: _____