



**AMENDMENT #1  
INVITATION FOR BIDS (QR) NO. 20220706 SMCAS  
SOCIAL MEDIA COMMERCIAL ADVERTISEMENT SERVICES**

Amendment to the QR is as follows:

1. Questions and Answers attached.

Please acknowledge receipt of Amendment #1 by returning it, along with your bid package, by July 13, 2022, at 3:00 PM, CT. This acknowledgement should be enclosed in your bid package. **Failure to submit this acknowledgement may result in rejection of the proposal package.**

\_\_\_\_\_  
Name of Company

\_\_\_\_\_  
Authorized Official's Typed Name/Title

\_\_\_\_\_  
Signature of Authorized Official  
(No stamped signature)

\_\_\_\_\_  
Date

Should an amendment to the QR be issued, it will be posted on the MDHS website ([www.mdhs.ms.gov](http://www.mdhs.ms.gov)) in a manner that all respondents will be able to view. Further, respondents must acknowledge receipt of any amendment to the solicitation by signing and returning the amendment with the quote package, by identifying the amendment number and date in the space provided for this purpose on this form, or by letter. The acknowledgment must be received by MDHS by the time and at the place specified for receipt of quotes. It is the respondent's sole responsibility to monitor the website for amendments to the QR.

**QUESTIONS AND ANSWERS**

**QR No. 20220706 SMCAS  
SOCIAL MEDIA COMMERCIAL ADVERTISEMENT SERVICES**

Question Number	QR Page Number	QR Section Reference Number	Question & Answer
1	N/A	N/A	<p><b>QUESTION:</b> Is there an estimated or specified budget for this digital part of the campaign?</p> <p><b>ANSWER:</b> <i>under 45K</i></p>
2	Page 3	Quote Submission Section 1	<p><b>QUESTION:</b> Did this Quote Request go out to other digital companies that are local or outside vendors?</p> <p><b>ANSWER:</b> <i>YES</i></p>
3	N/A	N/A	<p><b>QUESTION:</b> Has the broadcast part of the proposal that was initially submitted by me to MDHS been approved? If it is still in the approval process, are there any question you may have?</p> <p><b>ANSWER:</b> <i>No. No.</i></p> <p><i>Note: a response to QR No 20220706 SMCAS must be submitted as directed in the QR in order to be reviewed or considered.</i></p>
4	Page 2	Scope of Services	<p><b>QUESTION:</b> The current proposal is for 24 counties in Central Mississippi. We have a sister station in Hattiesburg that covers South Mississippi. Would a separated schedule be helpful for you to also reach that market on broadcast?</p> <p><b>ANSWER:</b> <i>YES</i></p>
5	N/A	N/A	<p><b>QUESTION:</b> What is the budget allocated for this campaign?</p> <p><b>ANSWER:</b> <i>Please see answer to question 1.</i></p>