

Department of Housing and Community Development



Request for Information 08-25-01 Print Advertising Opportunities - #2

- I. In order to add qualified vendors to its existing listing of approved vendors, DHCD is seeking information from area newspapers, business journals, and trade publications to advertise DHCD homeownership and community development programs and events. The approved vendor listing will be in effect through December 31, 2007. DHCD will, from time to time, re-issue a Request for Information in order to expand its approved vendor listing.
- II. Programs to be marketed include the More House 4 Less Maryland Mortgage Program, Main Street Maryland, Neighborhood BusinessWorks, the Community Legacy Program, Community Development Administration (CDA) Accessible Homes for Seniors, and the Local Government Infrastructure Bond Program.
- III. Anticipated events are the Annual Governor's Housing Conference, the Annual Main Street Maryland Luncheon, DHCD Regional Breakfast Series, Community Development Administration Lender Workshop Series, DHCD Catalyst Training Series, and the Annual Homeownership Month Kickoff Event.
- IV. In order to market specific programs and events most effectively, DHCD has developed target audiences and, through print advertising, intends to generate penetration in different geographical regions of Maryland. Specific customer segments that have been identified include Potential & Current Homeowners, Real Estate Developers & Contractors, Business Owners, Mortgage Lenders, Community & Non-Profits Organizations, and Local Government Agencies.
- V. As advertising opportunities arise, DHCD will review the approved vendor listing, and, based on the needs of the specific program or event, select the newspaper(s), business journal(s), and/ or trade publication (s) that provides the most value for the State. The selected vendor (s) will be required to enter into a State contract.
- VI. To be considered for inclusion on the approved vendor listing:
 - A. Complete the attached price form.
 - B. Provide a media kit with the following elements:
 1. Circulation distribution by zones;
 2. Readership demographics (age, household income, and if available, residence type – i.e., owner versus renter);
 3. Market profile/household penetration and reach;
 4. Qualification of circulation (audited or not; fraternal organization or association affiliation, etc.); and
 5. Distribution method (paid or free).
- VII. Submit the price form and media kit not later than **August 30, 5:00 local time** to:

Eleanor Kennedy, Procurement Director
Department of Housing & Community Development
100 Community Place
Crownsville, Maryland 21032-2023
Tele: 410-514-7112/ Fax: 410-987-4676
Email: kennedy@mdhousing.org

Print Advertising Opportunities – Request for Information PRICE FORM

I. Frequency Display Rates (B&W/ island, ½ page; or comparable)

A. 13x or comparable	<u>Price</u>
B. 26x or comparable	

II. Added Value Options – Describe any added value options below (i.e., url banner ad, premium ad placement, free insertions, etc.) that will be part of these rates. Include the price of any added value options in Section I above.

Offeror Name: _____

By: _____
Signature

Typed Name

Title

Address: _____

Telephone: _____ Fax: _____

Email: _____ FID # _____