



ALASKA RAILROAD CORPORATION

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Addendum 2

Request for Proposals # 26-35-214988 – Advertising and Marketing Services

This addendum is issued to provide additional clarification and answer questions.

Questions & Answers

1. Please clarify the intended boundaries of the “web enhancements” and “website support” described in Sections C.3.1 and C.5.?

Advertising and Marketing Services which include "web enhancements" and/or "website support" are as follows: SEM, SEO, keywords, tagging and pixels/UTM tracking delivery.

2. May existing contractors participate as a named subcontractor under this RFP while continuing to perform its separate direct contract, provided the scopes are clearly distinguished?

Yes, a contractor currently under contract with ARRC may be named as a subcontractor under this RFP.

3. Could ARRC clarify what falls under “making media placement”? In Section H.8 and Addendum 1, Question 11? Can separately scoped and authorized work, such as media strategy, campaign setup, tracking implementation, ongoing optimization, and analytics/reporting, be billed at the proposed labor rates?

Yes, all these are billable at proposed labor rates in the proposal.

4. Which activities are excluded from labor compensation? Particularly; trafficking, campaign launches, bid adjustments, and budget reallocations.

All the items listed here are billable. The only thing that is excluded from labor compensation is the time it takes for making media placements. For example, if the Account Supervisor spends an hour finalizing and negotiating the media placement with the business/publication, that is not billable. For additional information please revisit section H.8 in the full RFP.

5. Section F.2 limits the technical proposal to 30 pages. Please confirm if the table of contents and organization chart count towards the 30 pages?
The table of contents, Bidder's Questionnaire, Service Bid Form, and organization chart will not count towards the 30-page proposal.
6. Are there font size, margin or page size requirements for the technical proposal, and is a landscape page format acceptable?
There are no font size, margin, or page size requirements for the technical proposal.
Landscape page format is acceptable.
7. Should the hard copy of the cost proposal be submitted in a separate sealed envelope from the technical proposal?
Yes.
8. Please confirm the date that should be entered in the "complete performance by" field on the Service Bid Form.
The complete performance by date is based on the anticipated start date of the contract and the initial two-year Period of Performance, therefore the Service Bid Form Undersigned agrees to complete performance by January 3, 2029, unless extended in writing by the Contract Administrator.
9. Should the "Employee Name" column list a single individual per category, or may more than one individual be listed where several people work in the same category?
Typically, it is a single individual per category, however more than one individual can be listed for the different categories. If there is not enough space within the Fee Schedule, the information can be listed on a separate page.
10. The RFP states that the contractor may not charge time for making media placements. Now that media planning and placement is within the scope of services, does that provision also apply to media planning? If media planning time is billable, should it be reported under the Digital Marketing and Media Service category?
It should apply to the agency's approach to job descriptions, work performance, and company organization.
11. If a proposer will perform part of the scope through an affiliated company under common ownership (for example, an affiliate that performs media planning and placement as part of the proposer's team), should that affiliate be identified as a subcontractor under Section D and Section F.4.2, or described as part of the proposer's organizational structure under Section F.4.2? Will the affiliate's experience and personnel be evaluated as the proposer's own?
If the affiliated company is under the common ownership, then it can be described at the proposer's organizational structure.

12. For specialty production services engaged occasionally and per task order, such as photography, video production or printing, does ARRC consider these providers subcontractors who must be named in the proposal, or vendors?

If another vendor is needed to perform a task, the vendor must be named.

13. Will the agency have access to ARRC's web analytics, booking and email data for measurement and attribution, and will ARRC support the implementation of tracking on alaskarailroad.com needed for revenue attribution?

The agency will have access to measurements as designated and managed by ARRC Marketing Manager to provide accurate tracking and reporting.

14. Section C.6 holds the Contractor liable for cybersecurity incidents, and Section K.17 lists worker's compensation, general liability, automobile and professional liability coverage. Will ARRC also require cyber liability insurance, if so at what minimum limits?

ARRC will not require cyber liability insurance at this time.

All other terms and conditions remain unchanged. **Please acknowledge receipt of this and all addenda in your firm's Service Bid Form (Form 395-0129).**

Please direct all responses and/or questions concerning this solicitation directly to:

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