



**Addendum No. 1
Eastern Maryland Billboard Campaign
K22-0068-26N**

03/09/2022

The purpose of this addendum is to amend and clarify certain portions of the above-referenced solicitation with all prospective bidders/offerors.

Questions:

- Q1.** What if one of the 5 locations does not have a minimum of 200k impressions?
A1. Billboards shall have a minimum impression of 200K per week.
- Q2.** Will the same ad created for the first billboard be used on the other locations, should the AOC decide to place the ad in other locations?
A2. Yes
- Q3.** Is the AOC requesting pricing for all counties listed on Attachment E?
A3. Yes
- Q4.** Does the AOC plan to have billboards furnished and created in the counties listed under “Additional Billboards”?
A4. Per Section III.A. of the RFP, the AOC is seeking bids for one (1) billboard in Wicomico County. The scope of work in Section III.D.6. is for pricing for additional counties if the AOC was to decide to place billboards in those counties.
- Q5.** Is there a maximum budget for this solicitation?
A5. The Judiciary does not disclose budgetary information
- Q6.** Is the Bidder expected to rent the billboard location and propose sizing for the billboard?
A6. Yes
- Q7.** Can the AOC provide pictures of where the billboard is expected to be installed?
A7. No. The AOC is requesting the billboard be installed in Wicomico county along U.S Route 50 located on Maryland’s Eastern Shore.
- Q8.** What is the schedule of the billboard campaign?
A8. Please see Section III.E

All addenda will be incorporated into the final contract documents and will be binding on all bidders/offerors responding to this solicitation. Each bidder/offeror submitting a bid/proposal must acknowledge receipt of all addenda by completing and forwarding Attachment H (included in bid/proposal package) with the bid/proposal response; failure to acknowledge addenda may result in the bid/proposal rejection.

If you have any questions regarding this addendum, please contact me at (410) 260-2556 or email me at joeshia.brawner@mdcourts.gov

Joeshia Brawner

Procurement Officer