REQUEST FOR PROPOSALS – RADIO BROADCAST/INTERNET RADIO ADVERTISING
FOR DELAWARE STATE HOUSING AUTHORITY PROGRAMS

The Delaware State Housing Authority (DSHA), a public corporation of the State of Delaware, is soliciting proposals for radio broadcast and internet radio advertising. Specifically, DSHA is requesting a breakdown of advertising options and rates to enhance the exposure of DSHA to its target audience of decision makers, as well as traditionally underserved populations, throughout the state.

Selection will be based on the following criteria:

1) Methodology expressed to fit needs expressed in the RFP
2) Experience and qualifications in public relations & marketing activities
3) Adequacy of work plan and schedules
4) Cost proposal
5) Location and availability of staff for response

Each proposal must contain: 1) a complete outline of all items requested and described in the attached Scope of Work, to include proposed costs as requested; 2) three business references for similar projects completed; 3) a description of any work to be subcontracted; 4) signed proposer warranties; and, 5) four copies of the completed proposal. The proposal must also include a description of the vendors' technical qualifications, evidence of a Delaware Business license or evidence of an application to obtain a Delaware business license and evidence of professional liability insurance coverage in the amount of $1,000,000.

Proposals are due not later than 2:00 PM, Thursday, June 13, 2013. Proposals will be opened and evaluated in private. DSHA may extend the time and place for opening of proposals on not less than two (2) calendar days notice, by certified, delivery, facsimile machine, or other electronic means to those vendors who have obtained copies of the specifications (RFP).

Proposals are especially invited from minority business enterprises, women's business enterprises and veteran business enterprises (MBE/WBE/VBE). http://gss.omb.delaware.gov/osd/docs/certapp.pdf.

Any questions concerning proposal submissions and technical and creative aspects should be directed in writing to Christina Hardin, Chief of Community Relations, via the Community Relations' Marketing forum at www.destatehousing.com/forum. All questions and Responses will be posted under the same forum and at http://www.bids.delaware.gov.

Delaware State Housing Authority
Telephone (302) 739-4263
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