



445-2013 ADDENDUM 3

REQUEST FOR PROPOSAL FOR THE PROVISION OF A MEDIA CAMPAIGN FOR THE PHOTO ENFORCEMENT PROGRAM

URGENT

**PLEASE FORWARD THIS DOCUMENT TO
WHOEVER IS IN POSSESSION OF THE
REQUEST FOR PROPOSAL**

ISSUED: June 14, 2013
BY: Rob Riffel
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**THIS ADDENDUM SHALL BE INCORPORATED
INTO THE REQUEST FOR PROPOSAL AND
SHALL FORM A PART OF THE CONTRACT
DOCUMENTS**

Template Version: Ar20130301

Please note the following and attached changes, corrections, additions, deletions, information and/or instructions in connection with the Request for Proposal, and be governed accordingly. Failure to acknowledge receipt of this Addendum in Paragraph 9 of Form A: Proposal may render your Proposal non-responsive.

PART B – BIDDING PROCEDURES

Add: B13.1.1 to read:

B13.1.1 Further to B13.1, everyone is the target audience.

Add B13.5

B13.5 For the purpose of this RFP, the term “**Campaign Strategy**” means: Advertising campaigns are the groups of advertising messages which are similar in nature. They share same messages and themes placed in different types of medias at various times.

PART D – SUPPLEMENTAL CONDITIONS

Revise: D2.2 to read:

D2.2 The major components of the Work are as follows:

- (a) developing messaging, branding and collateral materials;
- (b) coordinating all media purchases;
- (c) liaising with the Photo Enforcement Communications Committee throughout the agreement;
- (d) the Contract is inclusive of the public opinion surveys as specified in D2.3.1.