

**Information for Bid (IFB)**

Media Management Services

Department of Communications

**December**

**Reference Number#\_19-02**

**Legal Notice**

Request for Proposal

Notice is hereby given that Jackson State University (JSU) is soliciting Competitive Sealed Request for Proposal (hereafter called IFB) for the Media Management Services. **IFBs** **shall be submitted in sealed packaging with one original and five (5) copies to the address shown below. Please state your firm’s name, address, submittal deadline, and IFB number (19-02) to JSU Media Management Services and include a completed copy of the following form.**

IFB’s will be received at the address below until 2:00 P.M. (CST) on February 21, 2019 at which time IFB’s will be publicly opened at the above specified date and time.

**IFB’s** must be submitted in sufficient time to be received on or before the deadline date. **IFBs received after the deadline date and time cannot be considered and will not be opened.** Failure to have the IFB submitted by the deadline date and time in accordance with the official time as stated shall deem the IFB late and no consideration will be given. The time of arrival is not negotiable nor will it be discussed if any documents are declared late.

**IFB NO:** 19-02

**IFB TITLE:** Media Management Services

**DEADLINE DATE AND TIME: February 21, 2019 at 2 PM (CST)**

**MAIL OR DELIVER TO**: Jackson State University

Paula Nelson, Purchasing Manager

Office of Purchasing and Travel

1400 John R. Lynch Street, Post Office Box 17029

Administration Tower 4th Floor

Jackson, MS 39217

**Bid Package and Information can be accessed at:**

**Mississippi MPTAP BID NO. 8085-20190130120714**

**Mississippi DFA MAGIC: IFB RFX No. 3160002712**

**Smart No. 9230-19-R-IFBD-00010**

**University website: jsums.edu**

Any questions relating to these requirements should be emailed to Ms. Paula Nelson at [paula.d.nelson@jsums.edu](mailto:latonya.m.butler@jsums.edu) .

RESPONDENTS ARE STRONGLY ENCOURAGED TO CAREFULLY READ THE ENTIRE INVITATION TO NEGOTIATE.

Published: Clarion Ledger— Dates: February 4 & 11th 2019

Proposals Due: February 21, 2019 2PM (CST)

Bid Opening: February 21, 2019 2PM (CST)

**IFB Form and Cover Sheet**

**IFB #19-02**

**Media Management Services**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**TO**: Jackson State University Post Office Box 17029

Purchasing Agent Administration Tower 4th Floor

Office of Purchasing & Travel Jackson, MS 39272

The undersigned, having carefully read and considered the IFB (Invitation for Bid) to provide **Media Management Services** to Jackson State University, does hereby offer to perform such services on behalf of the University, in the manner described and subject to the terms and conditions set forth in the attached IFB. Services will be performed at the rates set forth. I hereby submit this IFB to be valid for a period of ninety (90) days hereafter.

**OFFEROR:**

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Doing business as: **[ ] an individual [ ] a partnership [ ] a corporation** **[ ] a limited liability company**  [ **]****certified minority business [ ] certified woman-owned business** *(mark appropriate box)*, duly organized under the laws of the State of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

BY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Signature of authorized representative) (Please Print or Type Name)

**PRINCIPAL OFFICE ADDRESS:**

Street Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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State\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Zip Code\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone \_\_\_\_\_\_\_ Fax \_\_\_\_\_

Email Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

TAXPAYER IDENTIFICATION NUMBER:

Employer I.D. No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*or*  Social Security No.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Corporation or Partnership) (Individual)

**ALL PROPOSALS MUST INCLUDE THIS SHEET**

**IFB# 19-02**

**JSU Media Management Services**

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**Calendar of Events** (Subject to change at the discretion of JSU officials)

IFB Issued February 4, 2019

Advertised February 4 & 11, 2019

Proposals Due: February 21, 2019

Time: 2:00 p.m. CST

Location for delivery:

Jackson State University

Office of Purchasing and Travel

1400 John R. Lynch Street

Administration Tower, 4th Floor

Jackson, MS 39217

Procedure**: Responses delivered after 2 pm. CST or to any location other than the address shown above, are subject to rejection without evaluation.** The United States Postal Service (USPS), United Parcel Service (UPS) and Federal Express (FedEx) are the preferred methods of delivery.

**About the University**

Jackson State University has a distinguished history, rich in the tradition of educating young men and women for leadership, having undergone seven name changes as it grew and developed.

Founded as Natchez Seminary in 1877 by the American Baptist Home mission Society, the school was established as Natchez, Mississippi “for the moral, religious and intellectual improvement of Christian leaders of the colored people of Mississippi and the neighboring states.” In November 1882, the school was moved to Jackson; in March 1899, the curriculum was expanded and the name was changed to Jackson College.

The state assumed support of the college in 1940, assigning to it the mission of training teachers. Subsequently, between 1953 and 1956, the curriculum was expanded to include a graduate program and bachelor’s programs in the arts and sciences; the name was then changed to Jackson State College in 1956.

Further expansion of the curriculum and a notable building program preceded the elevation of Jackson State College to university status on March 15, 1974. In 1979, Jackson State was officially designated *the*Urban University of the State of Mississippi. Presently, Jackson State University, a public, coeducational institution, is supported by legislative appropriations supplemented by student fees and federal and private grants.

**Vision**

Building on its historic mission of empowering diverse students to become leaders, Jackson State University will become recognized as a challenging, yet nurturing, state-of-the-art technologically-infused intellectual community. Students and faculty will engage in creative research, participate in interdisciplinary and multi-institutional/ organizational collaborative learning teams and serve the global community.

**Mission**

The University produces technologically-advanced, diverse, ethical, global leaders who think critically, address societal problems and compete effectively.

**Project Information**

The Department of University Communications at Jackson State University would like to request a media management service and platform to run and manage all marketing, digital media, and communications platforms.

**Project Purpose and Description**

The purpose of this project is to enhance the management of our cross-channel digital advertisements. With limited advertising dollars and the constantly fluctuating social media landscape, it is important to be able view the performance of each channel in real time and make adjustment to the spends as needed.

This project requires a media management service with the capabilities to:

* Normalize and put data into context
* Unify all digital media buys (display, paid social, video, audio, paid search, etc.)
* Compare performance of each channel
* Provide and organize real-time data
* Integrate offline data from outside reports
* Build customized reports
* Provide proactive feedback on campaigns at a predetermined frequency
* Implement best-practice brand safety monitoring and fraud protection

Our goal is to attract prospective student leads and applicants while building brand awareness.

**Proposal Guidelines**

In order to be considered for the Media Management Services Contract, all bidding agencies must]:

* Include a price proposal for the work, which should be no more than **$96,000**
* Outline a project timeline, including details such as key milestones and

deliverables

* Submit the application no later than February 7, 2019

**Bidder Qualifications**

In order to be considered for Media Management Services Contract, all bidding agencies must meet the following qualifications:

**The Bidder must be able to host the following buys on their platform:**

|  |  |  |  |
| --- | --- | --- | --- |
| Line Item | Placement | KPI | Impressions |
| Display | Standard Display | Engaged Sessions | Over 4 Million |
| Paid Social | Facebook, Instagram | Engaged Sessions | Over 2 Million |
| Video | Web pre-Roll, YouTube | Complete Views | Over 1 Million |
| Audio | Spotify, Pandora | Complete Listens | Over 300,000 |
| Paid Search | Google AdWords | Engaged Sessions | Over 30,000 |

**The Bidder must have the following targeting capabilities:**

* Demographic – Segment audiences based on their socioeconomic characteristics such as gender, age location, household income, parental status.
* Geographic – Target communities within a focused footprint.
* Behavioral – User data based on target audience profiles and browsing behaviors.
* Contextual – Reach audiences as they browse relevant, quality content.
* Whitelist – Identify premium and/or specific publications that are of high interest to our brand.

**Request for Proposal Timeline**

Proposals in response to this IFB are due no later than **February 21, 2019 at 2 PM (CST)**

Evaluation of proposals will be conducted and bidders will be notified within seven (7) business days of the preferred bidder. We will notify bidders during this time if any additional information or discussions are needed.

**Notifications to bidders who were not selected will be completed by February 28, 2019.**

**Project Evaluation**

Jackson State University Department of University Communications will rate each application based on the following factors

* Relevant training/work experience. Bidders must have at least three years

of experience and experience in working with other institutions of higher

learning

* Samples of past work. Please email to [paula.d.nelson@jsums.edu](mailto:paula.d.nelson@jsums.edu).
* Cost vs. value: Bidding agencies will be evaluated on the cost of their

proposals based on the outlined scope of work