



**Renewal Mail Services: Bid # 220-30
Addendum # 1
Question & Answer**

Q: Would it be possible to get direct mail and e-mail Renewal results?

A: This is possible. They would have to request the timeframe that they would want the data for.

Q: Could you clarify what these quantities listed in the RFP represent: 200 ppm AM, 1000 ppm, 8000 ppm TV? These quantities seem inconsistent with the average of 5,000 pieces per month.

A: The amounts would coincide for 200 members for AM Radio, 2,000 members for FM Radio, and 17,000 members for television. The renewal amounts would be adjusted for up to eight mailings.

Q: Would you like to see e-renewal pricing including deployment costs, or would you prefer to continue to deploy in-house? Or would you like us to see prices showing it both ways?

A: WGUV would like to see the comprehensive e-renewal campaign budget with the vendor doing all of the work.