



**U N I V E R S I T Y O F**  
**SOUTH CAROLINA**

**AMENDMENT NO. 1**

**TO: ALL VENDORS**

**FROM: Venis Manigo**

*Venis*

**SUBJECT: USC-FPB-0719-VM  
ADVERTISING AND PUBLIC RELATIONS SERVICES FOR THE  
UNIVERSITY OF SOUTH CAROLINA**

**DATE: December 9, 2005**

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This Amendment No. 1 modifies the Fixed Price Bid only in the manner and to the extent as stated herein.

**Attached are answers to questions submitted.**

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**OFFERORS SHALL ACKNOWLEDGE RECEIPT OF THIS AMENDMENT IN THE  
SPACE PROVIDED BELOW AND RETURN IT WITH THEIR RESPONSE.**

\_\_\_\_\_  
Authorized Signature

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

\_\_\_\_\_  
Date

**USC-FPB-0719-VM**  
**ANSWERS TO QUESTIONS**

**SEMAPHORE**

1. On behalf of Semaphore Inc., I am currently reviewing the RFP for USC's marketing services (USC-FPB-0719-VM). My only question is one of a potential conflict of interest. Our agency is presently conducting branding consulting services to South Carolina State University under a fixed price contract. As USC is looking to add to the vendor list for a selected project basis, does Semaphore's contract with SC State pose a conflict of interest for us?

**ANSWER:** No.

**the bounce agency**

1. On page three of the solicitation identified above is a list of the solicitation content. This list includes "IV. Information for Offerors to Submit." However, Section IV does not appear to be present in the solicitation document.

"III. Scope of Work/Specifications" begins on page 10.

"V. Qualifications" begins on page 11.

We are not sure if Section IV is missing or is not labeled correctly. Please advise if the section is present, but mislabeled.

**ANSWER:** The information for offerors to submit is included in section "V. Qualifications."

**H&W Creative Advertising**

1. Under "Qualifications," Section 3 (Other Information, page 12) there is a list of areas of expertise that includes the phrase "mechanical artwork." This is a somewhat archaic term referring to camera-ready paste ups that, due to advances in computer technology, are no longer part of modern graphic design. Is "mechanical artwork" to be construed as pre-press-ready electronic art files?

**ANSWER:** Yes.

2. Under "Terms and Conditions" (page 15) there is a subheading entitled "Service" that "requires an adequate service organization with local service representative for the geographical area ..." Can you please clarify this statement?

**ANSWER:** All respondents to this solicitation are required to have adequate staffing to handle requests within the Columbia area. This will ensure a quick response time to requests and adequate personnel to handle multiple projects if required.

3. Under Attachment A (page 23), Section A reads: "Provide details on the pricing components used to derive your proposed hourly rate." Can you please clarify what you mean by "pricing components?"

**ANSWER:** Identify the factors your company uses to comprise your proposed hourly rate. The rate stated in the solicitation is a maximum hourly rate. Vendors may propose rates lower than the maximum stated hourly rate.

### **BULLSEYE VISUALS**

1. The following paragraph is from page 15 of the RFP. I am a sole proprietor and I am my only employee. Will my bid be rejected not having the "Employment Practices Liability Insurance"?

#### Insurance Requirements

Certificate of insurance evidencing the required Employment Practices Liability Insurance coverage must be provided with the bid response. Failure to provide this evidence will be considered as though no EPLI coverage is in force and will result in rejection of the bid. Also, all other liability insurances as specified herein must be maintained during the entire term of the contract.

**ANSWER:** No. Provide information on any general liability insurance that you carry as required by state law for sole proprietors.

### **CLARIFICATION:**

This contract may be utilized by various departments throughout the University.