DALLAS
FORT WORTH
INTERNATIONAL
AIRPORT

July 24, 2018

CLARIFICATION NO. 2

Re: Solicitation No. 8005227 Professional Advertising – Marketing Services

Please be advised of the following clarifications to the above-referenced Solicitation:

Q1.	We are looking to understand what the budget for the monthly retainer is and how much of that would be designated for the media buy. Additionally, if there is a budget for the projects above the monthly retainer that would be good to know.
A1.	The monthly retainer and the media expenditures are being looked at by Airport upper management and will be worked in partnership with the winning agency. There will be a budget for projects that are not covered by the retainer.
Q2.	My primary question (which may have been answered there but I did not hear it) is whether an agency can respond with an interest in a specific segment or segments of the assignment only.
A2.	See Section 8.2 of the Proposal Instructions and Requirements.

NOTE: Proposer shall acknowledge (sign) this Clarification Letter and attach it to the proposal.

_____
Company Name

_____
Signed Date

If you have any questions regarding this matter, contact during normal working hours (8:00 AM to 4:30 PM, Monday through Friday) at 972-973-4663 (p), 972-973-1102 (f) or at the email address of sshepherd@dfwairport.com.

Sincerely,

Sherry Shepherd, CPCM
Contract Administrator
Procurement and Materials Management Department