

Opportunity Details

Notice ID W912PQ22Q0055	Related Notice	Active/Inactive Active
Notice Status Published	Department/Ind. Agency DEPT OF DEFENSE	Sub-Tier DEPT OF THE ARMY
Office NGB		

General Information

Contract Opportunity Type Solicitation (Updated)	Updated Published Date Jul 18, 2022 09:21 PM
Date Offers Due Jul 25, 2022 10:00 AM EDT	Inactive Policy 15 days after response/Contract Award Date
Inactive Date Aug 09, 2022	Initiative None
Allow Vendors to Add/remove from Interested Vendors List Yes	Allow Vendors to View Interested Vendors List No

Classification

Original Set Aside Total Small Business Set-Aside (FAR 19.5)	Product Service Code R701-SUPPORT- MANAGEMENT: ADVERTISING
Place of Performance , NY USA	

NAICS Code(s)

NAICS Code 541613	NAICS Definition Marketing Consulting Services
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Description

***** This solicitation has been amended to include a Questions and Answers attachment. Also, the response date for this solicitation has been extended to Monday 25 July 2022 at 10:00am EDT. *****

The NYARNG has a requirement for digital marketing.

Provide a twenty-four (24) month digital advertising campaign consisting of the Google search network, Google display network, and YouTube, with fraud protection provided by Click Cease. First twelve (12) months will be base year. Second set of twelve (12) months will be option year one (1). It must utilize contextual targeting, demographic targeting, and site retargeting. The main demographic is 17-34 year old's who are willing to serve in New York State as NYARNG members.

**** See attached RFQ for a more detailed description of this requirement. ****

All quotes must be in accordance with the attached PWS.

Basis of award is the lowest price that conforms to the requirement of the PWS.

This requirement is a small business set-aside.

Offerers must have FAR 52.204-26 completed in SAM Reps & Certs or they must return a completed copy of FAR 52.204-26 with their quote. FAR 52.204-26 can be found in the attached Synopsis/Solicitation PDF or at <https://www.acquisition.gov>

All quotes must be submitted vis email to Andrew Emrich at andrew.e.emrich.civ@army.mil.

** All amendments will be posted to www.sam.gov, it is the vendor's responsibility to check if any amendments have been issued at least 24 hours prior to the closing date of the solicitation.

Individual notifications for amendments will not be sent. All responses to clarification requests will also be posted to www.sam.gov

Attachment/Links

Attachments

Document	File Size	Access	Updated Date
Digital Marketing Questions and Answers.pdf	0.015625KB	public	2022-07-18T21:21:46.952+00:00
Digital Marketing RFQ W912PQ22Q0055.pdf	0.015625KB	public	2022-07-07T19:31:49.648+00:00

Links

Display Name	Updated Date
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Contact Information

Primary Point of Contact

Andrew Emrich

andrew.e.emrich.civ@army.mil

Secondary Point of Contact

Melissa Santoro

melissa.santoro2.civ@army.mil

History

Contract Opportunity Type	Updated Date
Solicitation (Updated)	Jul 18, 2022 09:21 PM
Solicitation (Original)	2022-07-07T19:31:49.65+00

Interested Vendors List