



VISIT SOUTHEAST MONTANA

Inquiries and related Answers for Visit Southeast Montana’s RFP for Agency of Record (#RFP) 2024-01):

Visit Southeast Montana compiled all inquiries into one document, intentionally not identifying the source of the inquiries. Answers are provided below; the Q &A period is now closed. Please note, the questions are listed exactly as they were provided to Visit Southeast Montana.

Q: Can you share examples of your current/previous advertising creative?

A: Examples of current/previous advertising creative can be found at this [link](#). If you are unable to access this dropbox, please contact brenda@southeastmontana.com.

Q: What do you like about your current or previous advertising creative and where do you hope to see improvements?

A: Visit Southeast Montana feels the answer to this question is subjective and we will only address questions that pertain to clarifying parts of the RFP that are unclear.

Q: What do you like about your current or previous paid media strategies/tactics, and where do you hope to see improvements?

A: Visit Southeast Montana feels the answer to this question is subjective and we will only address questions that pertain to clarifying parts of the RFP that are unclear.

Q: What would you consider to be your established audiences and which audiences are you looking to “break into” more actively?

A: Visit Southeast Montana feels the answer to this question is subjective and we will only address questions that pertain to clarifying parts of the RFP that are unclear.

Q: Which paid media tactics have been the most effective in driving traffic to Southwest Montana (sic: Southeast Montana)? Are you able to track/report on actual in-market traffic/spend driven by marketing, and if so, how?

A: View Visit Southeast Montana's FY23 paid media report [here](#). Regarding ties from spends directly to in-market traffic, we do not have that data at this time. If you are unable to access this dropbox, please contact brenda@southeastmontana.com.

Q: What do you like about your current or previous public relations efforts, and where do you hope to see improvements?

A: Visit Southeast Montana feels the answer to this question is subjective and we will only address questions that pertain to clarifying parts of the RFP that are unclear.

Q: While Visit SEMT typically provides copy for the travel guide, is that something you would like to outsource to the winning agency?

A: Currently Visit Southeast Montana staff provides copy for the travel guide. The current budget and model do not include funds for the winning agency to craft travel guide copy.

Q: Under earned media, you mention using media tracking services to connect Visit SEMT staff and story ideas – can you clarify what you mean?

A: Visit Southeast Montana currently subscribes to Cision for media tracking; we understand that Cision also provides a database of journalists, travel writers, bloggers and the like. We would like to be better connected to that database and pitch story ideas that will elevate Visit Southeast Montana's earned media presence.

Q: The RFP section regarding the travel guide (below) requests a detailed bid for production/printing. Can you provide a general estimate of quantity of copies we should plan for in gathering this bid?

From the section of the RFP related to the travel guide: Please provide a detailed bid to produce the following (This bid is not binding and is simply to give Visit Southeast Montana a comprehensive estimate of total costs):

i. 64 pages + cover, full color gloss.

ii. 8"x10.5" full bleed.

iii. Fold-out front cover measuring 14.25"x10.5".

iv. Do not include costs for obtaining photos.

v. Offeror's fees for coordination, layout and design OR Offeror's suggested alternative project.

A: Currently, and for the past several years, Visit Southeast Montana has printed 60,000 travel guides annually.