

**Request for Proposals  
Radio Airtime Purchase and Public Service Announcement Program  
for the Metropolitan North Georgia Water Planning District**

The Metropolitan North Georgia Water Planning District is seeking proposals for its radio advertisement/public service announcement as part of the Metropolitan North Georgia Water Planning District Media Plan. The proposal should provide maximum exposure within the Atlanta metropolitan area on radio stations reaching all fifteen counties in the Metropolitan North Georgia Water Planning District including Bartow, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Hall, Henry, Paulding and Rockdale counties. The proposal should include embedding water related messages into both morning (6-9 am) and evening (4-7 pm) traffic reports.

The scope of services consist of developing an aggressive radio advertisement purchase schedule that is incorporated with public service announcement and a partnership with the station to reach a large number of residents at a strong frequency that yields a higher retention rate.

**Contract Organization Metropolitan North Georgia Water Planning District**

**Focus:** The Metropolitan North Georgia Water Planning District messages educate the public about water conservation and stormwater pollution prevention.

**Tasks:**

- Placement of water conservation and Clean Water Campaign tips embedded between traffic reports for a campaign of at least sixteen weeks.
- Use live reads from station/company talent.
- Use water conservation tips from the Metropolitan North Georgia Water Planning District and water pollution prevention tips from the Clean Water Campaign.

**Schedule:** This campaign will run for a total of 16 weeks. Water Conservation tips should run twice as much as Clean Water Campaign tips. This campaign will begin in September.

**Budget:** **\$60,000 Maximum**

**Responses**

Responses to the request must be in written form. Proposal evaluation will focus on written proposals received by the Metro Water District by **Wednesday, August 18, 2010**. The review of the written proposal will be based on the following evaluation criteria, with the relative weight in parentheses:

- 1) Number and air times of paid advertisements and PSAs. (35%)
- 2) Number and air times of bonus advertisements and PSAs. (30%)

- 3) Number of diverse radio stations and audience rating within 15-county Water District area. (25%)
- 4) Overall cost of entire campaign. (10%)

Please respond outlining the details of your proposal. All responses should include the following items:

- A. Point of Contact (name, title and telephone number) station.
- B. Proposed schedule for Metropolitan North Georgia Water Planning District with stations identified, number of weeks, estimated timeslots and number of spots.
- C. Sample CD or email (MP3 files) of an example traffic advertisement.
- D. Total cost of radio campaign.

The proposal must be signed by an official authorized to bind the offeror and it must contain a statement to the effect that the proposal is firm for a period of not less than 30 days after the final submittal date. An original, three copies of the proposal and an electronic PDF file of the proposal should be submitted to the contact listed below by:

**Respond by August 18, 2010 to:**     **Charlene Njoroge**  
  **Metro North GA Water Planning District**  
  **40 Courtland Street, NE**  
  **Atlanta, GA 30303**  
  **[cnjoroge@atlantaregional.com](mailto:cnjoroge@atlantaregional.com)**  
  **404-463-3254 (fax)**

The Metropolitan North Georgia Water Planning District reserves the right to contract for all or part of the media campaign described in this RFP. We also reserve the right not to contract for this media campaign.

For additional information please visit:

[www.cleanwatercampaign.com](http://www.cleanwatercampaign.com)

[www.northgeorgiawater.org](http://www.northgeorgiawater.org)