

Department of Safety
Division of Motor Vehicles
Request for Bid
DMV-2017-01

The Department of Safety, Division of Motor Vehicles (DMV), Motorcycle Rider Education Program is seeking bid proposals to provide radio advertising for the 2017 training season, from February through September 2017, as follows:

1. Provide a list all radio stations within your company/organization and the following information.
Location of each radio station and geographic broadcast reach.
Number of listeners for each radio station.
Target audience of each station.
Demographics (list all cities, towns and counties covered) of each station.
Percentage of the advertisements that will be played on each station.
2. Thirty (30) second and sixty (60) second advertising packages shall include the following:
Produce, provide recording facilities, provide talent for six (30) second advertisements.
Run times between 6:00am through 9:00pm seven (7) days per week from February through August.
No overnight time periods are required.
Several advertisements shall be provided by the DMV pre-recorded.
All ads to be evenly distributed between February – August, 2017.
3. Any agreement arising from this request for bid shall be completed on the standard State of NH P-37 form.
4. The vendor shall comply with all local, state, federal and other applicable codes.
5. The following supporting documents are required with any contract resulting from this RFB.

Proof of liability insurance by submitting a certificate of insurance meeting the requirements of the P-37 form, including workers compensation insurance.

Current letter of good standing from the NH Secretary of State.

Certificate or letter of authority of whom is authorized to enter into agreements on behalf of the organization.

COST

1. Provide price break levels, sponsorship opportunities and any no charge commercials that would be included. Also include any additional promotional or advertising opportunities that are available.
2. \$50,000 is the max amount allowed for a package including the above items.

Provide the following information and pricing for each area.

Bidder name _____

Bidder address _____

Bidder telephone _____ E-mail _____

Thirty (30) second packages quantity _____ price each \$ _____ Total \$ _____

Sixty (60) second packages quantity _____ price each \$ _____ Total \$ _____

TOTAL package cost \$ _____

Vendor will be reimbursed within sixty (60) days of submission of an invoice and DMV approval.

Mail or e-mail bids to:

Division of Motor Vehicles

23 Hazen Drive

Concord, NH 03305

Attention: Lawrence Crowe

lawrence.crowe@dos.nh.gov

Bids must be received at the DMV by 4:00PM on November 16, 2016.

The State of NH reserves the right to accept or reject any or all bids.