

**MAPCO AUTO PARKS AS  
AGENT FOR MONROE  
COUNTY AIRPORT  
AUTHORITY**



**REQUEST FOR PROPOSAL – Addendum 2**

**MEDIA BUYING SERVICES**

**Release Date: March 10, 2017  
Response Deadline: April 7, 2017  
Addendum 1: March 23, 2017  
Addendum 2: March 28, 2017**

**MAPCO Auto Parks- Agent Monroe  
County Airport Authority 488 White  
Spruce Blvd.  
Rochester, New York 14623**

1. The RFP mentions TV, radio, and billboards – would you be open to digital media (search, online video, streaming audio, programmatic, etc.)?

**Yes, digital media may be included.**

2. Outside of business travelers, is there any other audience profiling? Demos, HHI, Geo?

**Business and Leisure travelers are our two main target demographics.**

3. Is there a secondary target for leisure travel that we should also be considering?

**See above answer to Question 2.**

4. What are the primary marketing objectives?

**Encourage community (Monroe County & Finger Lakes Region) to choose ROC Airport for business and leisure air travel needs thus demonstrating a demand to air carriers for additional air service development.**

**Educate community about non-stop service from ROC, connectivity through major hubs, parking options, terminal amenities and more.**

**Emphasis on ease of choosing ROC for air travel: close, convenient, affordable. Curbside to Cabin – effortless travel.**

5. Can you share how will success be measured in terms of media execution?

**Success will be measured differently depending on the campaign being executed at that time.**

6. Could you share the anticipated budget/annualized media spend?

**This question does not relate to a clarification of the RFP.**

7. Can you share why the Monroe County Airport Authority is conducting a review?

**The current contract has expired and procurement rules require the RFQ process.**

8. How many agencies do you anticipate participating?

**This question does not relate to a clarification of the RFP.**

9. Will the incumbent be participating?

**This question does not relate to a clarification of the RFP.**



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**ADDENDUM #2**

**MAPCO Auto Parks as Agent for Monroe County Airport Authority**

**RFP – Media Buying Services**

**Addendum 2 – March 28, 2017**

**I ACKNOWLEDGE RECEIPT OF THIS ADDENDUM AND UNDERSTAND I MUST ENCLOSE THIS SIGNED ACKNOWLEDGEMENT AS PART OF MY PROPOSAL.**

\_\_\_\_\_  
**Company Name**

\_\_\_\_\_  
**Signed**

\_\_\_\_\_  
**Date**



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**ADDENDUM #1**

**MAPCO Auto Parks as Agent for Monroe County Airport Authority**

**RFP – Media Buying Services**

**Addendum 1 – March 23, 2017**

**I ACKNOWLEDGE RECEIPT OF THIS ADDENDUM AND UNDERSTAND I MUST ENCLOSE THIS SIGNED ACKNOWLEDGEMENT AS PART OF MY PROPOSAL.**

\_\_\_\_\_  
**Company Name**

\_\_\_\_\_  
**Signed**

\_\_\_\_\_  
**Date**