

**Request for Proposal (RFP)**

**RFP No. R590105**

**Communication/Marketing Services for UA Global Campus**

**Question and Answer Set Number 2**

Question 1: Can you share with us how much you have budgeted for this project, including the media buy?

Answer 1 : Not allowed to answer at this time

Question 2: Is there an incumbent marketing firm currently working with UAF?

Answer 2:  Yes

Question 3: If so, can you disclose who they are?

Answer 3: Not at this time.

Question 4: Will an experienced, qualified out-of-state firm receive equal consideration?

Answer 4:  Yes

Question 5: Have you established any preliminary benchmarks for measuring success that you can share with us?

Answer 5 : Yes, measurements include tracking number of campaign actions, average cost-per-click, number of request from completions, cost per request from completion, conversion rates, U of A program applications, U of A admissions, and U of A enrollments.