Addendum No. 1

PROJECT: MAGAZINE PRINT ADVERTISING SALES AND PRODUCTION

DATE: JUNE 7, 2024

RE: ADDENDUM NO. 1 TO REQUEST FOR PROPOSALS, ISSUED MAY 7, 2024

TO: ALL BIDDERS

This addendum forms a part of the Contract Documents and modifies the original Bidding Documents dated May 7, 2024, and shall be included in the relevant scopes of work and bids submitted. It is the bidder’s responsibility to determine if their work is affected by this addendum. Failure to acknowledge receipt of this Addendum on bid submission may subject the Bidder to disqualification.

The Following is AMENDED:

GENERAL NOTES AND CLARIFICATIONS:

1. Responses and clarifications to questions received from Contractors is attached.

RFP 2024-12 Clarifications: Q&A Document for Magazine Print Advertising Sales and Production

Q1. Does the National Trust’s 2024 projection of $350,000 include print and digital sales only, or does it also include Live & Virtual Events.

A. Projection of revenue for events: $350,000 in ad sales and between $75,000 and $100,000 for events.

Q2. Do Live & Virtual Events include sponsorships as well as exhibit sales?

A. Live and Virtual events revenue is anticipated to be from exhibit sales for the PastForward Conference and sponsorship for others in 75th anniversary year.

Q3. Will the new representatives have access to account turnover reports, historical sales data including notes, and a customer database or CRM system?

A. The current ad sales partner will provide an excel spreadsheet with all current and historic advertiser information as well as non-advertisers currently in the pipeline.

Q4. Are there any accounts sold that the past firm will get credit for and for how long?

A. The current ad sales partner is selling through the Fall 2024 issue. Because of budget cycles, a few advertisers are opting to book advertising into 2025 issues.

Q5. Is demographic information available for both Preservation Magazine and the newsletters? Where does it come from? If subscriber study, who did it and when?
A. The last subscriber study was conducted in 2014. Since then, we have done informal surveys on our own every couple of years. We do have a 2024 profile of 24-month donors.

Q6. Will the assignment include working with corporate and strategic partners?

A. Our overall revenue strategy will be to convert some of the advertising and sponsorship relationships to corporate partnership relationships as appropriate.

Q7. Is there an exclusion list?

A. Advertising and sponsorships are designed to allow organizations to demonstrate support for the National Trust’s mission and values. Organizations such as box stores, and those that sell tobacco products, pornography, and building materials inconsistent with historic preservation do not align with National Trust values. In addition, businesses that compete with National Trust subsidiaries, such as National Trust Tours and National Trust insurance, may be allowed but only on a case-by-case basis.

Q8. Are there any other assets that may be added to sales packages such as the website?

A. In addition to sponsorships, exhibits, and print and newsletter advertising, we offer digital guides to advertisers: https://savingplaces.org/guides?view=grid Some we produce, and some are sponsored content.

Q9. Can the membership list of NTHP be used for limited advertising promotions approved by NTHP?

A. Our membership list is not available to our sales partner for other promotions.

Q10. How much marketing support is devoted to promotions for advertising, research, etc.

A. The ad sales partner is expected to produce all sales-related marketing materials and to conduct all necessary research.

Q11. Can we see examples of magazines and all newsletters or mock-ups showing advertising opportunities?

A. PDFs of the 4 most recent copies of the magazine and samples of email newsletters with advertising can be provided upon request.

**END OF ADDENDUM NO. 1**