

EXHIBIT F

RFP 20115 Desirable Requirements Checklist

Note: Requirements have been abbreviated for use in this checklist. Full language of the requirements is contained in the RFP document.

6.1 Creative Services Desirable Requirements

DESIRABLE CREATIVE SERVICE REQUIREMENT	PAGE REFERENCE
6.1.1 Media Services	
6.1.2 Media Planning	
6.1.3 Negotiation and Placement	
6.1.4 Placement Verification	
6.1.5 Post-Buy Analysis	
6.1.6 Digital Services	

6.2 Advertising and Marketing Services Desirable Requirements

DESIRABLE ADVERTISING AND MARKETING REQUIREMENT	PAGE REFERENCE
6.2.1 Written description outlining vendor experience and how vendor will provide services for sample list.	
6.2.2 Describe a complete campaign vendor has completed within the last three years.	