

**New Mexico Tourism Department
RFP: 19-418-1003-00001-00
Brand Impact Effectiveness Study
Questions and Answers**

This procurement will result in a 12 month contract award with all deliverables due prior to expiration.

The budget appropriation for this procurement will be determined based on the value of the proposal selected, and the cost associated with that proposal.

| Question Number | Questions | Response |
|------------------------|---|---|
| 1 | Could you provide some detail about your marketing efforts such as the media plan and impressions? | This information will become available upon contract award. |
| 2 | Are you currently working with any of the digital tracking companies such as Adara, Arrivalist or Uber Media for tracking your advertising? | We currently have Adara data.. |
| 3 | Are there any specific questions regarding your advertising that you are trying to answer – i.e. which markets to choose, the media mix etc.? | Please refer to the detailed Scope of work Section 4.A. |
| 4 | What is the budget for this research effort? | N/A |