**YOUR QUESTIONS ANSWERED**

**Q: Can organizations apply for both Flex and MMP?**

A: Yes, eligible entities may apply for Flex only, MMP only or both.

**Q: What time is the local meeting?**

A: Community Conversations are scheduled for Taos, Las Cruces, Roswell, Albuquerque and Santa Fe. Dates, times and locations can be found on [NMTrueCoOp.org](https://www.newmexico.org/industry/work-together/grants/co-op-marketing/).

**Q: How can I register for a phone consultation with a media consultant?**

A: Schedule your Media Consultation and/or appointment with or CoOp Concierge at [NMTrueCoOp.org](https://www.newmexico.org/industry/work-together/grants/co-op-marketing/).

**Q: Is there still a directory of Qualified Ad Agencies and Creative Resources?**

A: There is no longer an interest process or directory. As always, CoOp grant applicants/partners may work with any ad agency or creative resource of their choice to produce New Mexico True advertising. To be eligible for Ad Design Credits ($500 per eligible MMP media program), the applicant must indicate on their application that they will be working with an ad agency or creative resource based in New Mexico. All ad agencies and creative resources working on New Mexico True advertising are encouraged to attend the “Execute with Excellence” Webinar on July 16. [Click here to register](https://attendee.gotowebinar.com/register/2007747110696028419).

**Q: The MMP includes design credits. Is this not true for Flex grantees?**

A: Correct, the Flex plan does not allow for ad design credits.

**Q: Can video production be covered by Flex or do we have to use production via the MMP grant? Can we include the cost of video documentation by an outside contractor that we use on social media promotions?**

A: Creative production is not eligible through the Flex plan.

**Q: Can we include Social Media Management if/when the work is done by an outside contractor?**

A: Yes, this is an eligible Flex expense.

**Q: Can we send custom e-mail to our own list? Is there the ability to include a tagline like, "Paid for in part by \_\_\_\_\_?**

A: Awaiting confirmation from E-target but think we should be able to accommodate these requests.

**Q: How do businesses fit into the program?**

A: While for-profit businesses cannot apply, we encourage them to partner with an eligible entity. The private sector can contribute up to 50% of the applicant’s investment.

**Q: We have a publication/airport/media venue, how do we get listed on the Media Menu?**

A: We begin negotiating with media vendors four to six months prior to the start of the new fiscal cycle. For consideration, send an email expressing interest to [coop.marketing@state.nm.us](mailto:coop.marketing@state.nm.us). Note that all publications, airports, and other media outlets are eligible for Flex grant awards (subject to the detailed [Eligible & Ineligible Expense summary](https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/newmexico/Architecture_Eligible_Ineligible_Expenses_29fd93d1-1b66-404f-9cf6-ea1780938081.pdf)).