

**REQUEST FOR PROPOSALS “RFP” NO. PS20201407
Broadway Business-Awareness Marketing Strategy for
Broadway Subway Project (BSP) Construction**

QUESTIONS AND ANSWERS NO. 3

ISSUED ON: December 16, 2020

Q1	<p>The RFP mentions a defined budget of \$200k over two years and states that this includes creative asset production (yes to digital ad production):</p> <ul style="list-style-type: none"> a) Does this include <i>traditional media asset production</i> as well (i.e. transit/OOH)? b) This includes all media funds to support media buys? (digital & traditional)? c) There is a mention of translating content/ads - what are the top languages required?
A1	<ul style="list-style-type: none"> a) Yes b) Yes c) Given the limited budget, translation may not be required. If it were, we would first look at traditional and simplified Chinese, then Tagalog, Punjabi and Vietnamese.

END OF Q&A No.3