



INTERNATIONAL CITY/COUNTY
MANAGEMENT ASSOCIATION
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icma.org

REQUEST FOR PROPOSAL

Original Date Issued: Friday, September 15, 2023, 5:00pm EST

Deadline for Questions: Tuesday, October 17, 2023, 5:00pm EST

Closing Date: Wednesday, October 18, 2023, 5:00pm EST

Anticipated Award Date: Friday, November 3, 2023, 5:00pm EST

Reference: ICMA, Washington, DC

Subject: **Request for Proposal No. ICMAHO/ICMA Media Advertising Sales/2023**

The International City/County Management Association (ICMA) seeks proposals from eligible Respondents for media advertising sales representation. ICMA anticipates awarding one (1) single award a result of this solicitation. ICMA reserves the right to award more or fewer awards than anticipated above.

Technical questions concerning this solicitation should be directed to the ICMA Digital Managing Editor, Kerry Hansen, at khansen@icma.org. All contractual questions relating to this solicitation must be submitted to Representative, Grants and Contracts Administration, at workwithus@icma.org.

All communications must include the solicitation title, ICMAHO/ICMA Media Advertising Sales/2023, in the subject line.

No communication intended to influence this procurement is permitted except by contacting the designated contacts above. Contacting anyone other than the designated contacts (either directly by the Respondent or indirectly through a lobbyist or other person acting on the respondent's behalf) in an attempt to influence this procurement: (1) may result in a Respondent being deemed a non-responsive Respondent, and (2) may result in the Respondent not being awarded a contract.

This solicitation in no way obligates ICMA to award a contract nor does it commit ICMA to pay any cost incurred in the preparation and submission of a proposal.

ICMA bears no responsibility for data errors resulting from transmission or conversion processes. ICMA appreciates your responsiveness and look forward to a mutually beneficial business relationship.

Sincerely,
Kerry Hansen, Digital Managing Editor

PURPOSE

ICMA is soliciting firms through this Request for Proposal (RFP) to act as a Media Advertising Media Sales Representative as described herein. Proposers should be experienced in providing such service to nonprofit or for-profit associations. Based on the responses to this RFP, ICMA expects to retain one firm to provide advertising sales services.

ABOUT ICMA

ICMA advances professional local government worldwide. Our mission is to advance professional local government through leadership, management, innovation, and ethics. ICMA provides member support, data and information, peer and results-oriented technical assistance, and training and professional development to more than 11,000 ICMA members, city, town, and county experts and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

ICMA is a 501(c)(3) nonprofit organization founded in 1914 that offers a wide range of services to its members and the local government community. The organization is an internationally recognized publisher of information resources ranging from textbooks and survey data to topical newsletters and e-publications. ICMA provides technical assistance to local governments in developing and decentralizing countries, helping them to develop professional practices and ethical, transparent governments. The organization performs a wide range of mission-driven grant and contract-funded work both in the U.S. and internationally, which is supported by federal government agencies, foundations, and corporations.

For more information regarding ICMA's programs and services, please go to www.icma.org.

SCOPE OF WORK

I. BACKGROUND

Public Management magazine

Public Management (PM) magazine is in its 105th year in print as the flagship publication of ICMA. It is published monthly with an average print run of approximately 10,000 copies, with 48 to 60 pages per issue. It's provided as a benefit to members of the association, and paid subscriptions are offered as well. The magazine receives supplemental distribution at several ICMA conferences throughout the year. In addition to the print magazine, *PM* articles appear on the ICMA website (www.icma.org/pm) (a portion are accessible to members and subscribers only) and each issue is published as a digital edition with open access (www.issuu.com/icma-pm). Current ad options include full-page, 1/2 page, 1/3 page, and 1/6 page, as well as various sponsored content options. FY23 gross revenue (pre-commission): \$73,652.25.

Enewsletters

PM Alert: Delivered to more than 19,000 members, subscribers, and others in the local government space, *PM* magazine's *PM Alert* e-newsletter details the current issue of *PM*,

The ICMA logo consists of the letters "ICMA" in a bold, blue, sans-serif font. The "I" and "C" are connected, and the "M" and "A" are also connected. The logo is positioned in the bottom right corner of the page, partially overlapping a decorative graphic of light blue squares.

providing article links and supplemental online content. Average open rate: 34%. FY23 gross revenue (pre-commission): \$15,475.00

Leadership Matters: More than 34,000 subscribers receive this weekly newsletter to access news, strategies, best practices, and innovative ideas on the most important local government issues—from ethics to smart growth, emergency management to sustainability. Average open rate: 35.4% (member version) and 18.3% (nonmember version). FY23 gross revenue (pre-commission): \$61,875.00

Custom Eblasts: Exclusive to one advertiser per month, custom eblasts offer organizations an opportunity to share expertise and influence in the local government management space. FY23 gross revenue (pre-commission): \$46,400.00

Priority Topic Newsletters: These individual newsletters focus on the latest and most relevant topics that impact local city and county governments. Sponsorship includes the opportunity to submit four content topics/summaries (including one form-gated item) with external-facing links to be included in the newsletter along with up to four ICMA-owned content on the same topic. FY23 gross revenue (pre-commission): \$25,750.00

Website

ICMA's website (icma.org) has more than 5.5 million page views and 1 million visitors annually. The website is responsive, easy to navigate, and current advertisers have the flexibility of customizing their schedule and determining the number of impressions they want to buy. FY23 gross revenue (pre-commission): \$37,590.00

Podcasts

ICMA's podcast series, *Voices in Local Government*, features compelling stories, celebrates progress, inspires ideas, and provides insight to address challenges faced by local government professionals in serving their communities. Current advertising options include episode sponsorship and/or content contribution. FY23 total podcast downloads/streams: 8,814. FY23 total unique listeners: 4,175. FY23 gross revenue (pre-commission): \$37,500.00

Webinars

Sponsored webinar opportunities allow advertisers to showcase their expertise as a thought leader, generate leads, and build brand awareness with leaders and decision-makers across the globe. FY23 gross revenue (pre-commission): \$17,000.00

Blog

ICMA members and local government leaders share their short-form stories, ideas, expertise, and solutions to advance the profession. While the ICMA blog has been a trusted channel of the

association for more than a decade, sponsored blog posts are ICMA’s newest advertising offering. Having just begun in summer 2023, gross revenue is unavailable at this time.

II. DELIVERABLES

- Serve as sole and exclusive agent for the sale of all print and digital advertising in the following platforms: *PM* magazine, website (icma.org), Leadership Matters e-newsletter, *PM* Alert e-newsletter, custom eblasts, priority topic e-newsletters, sponsored webinars, blog, and podcasts.
- Assist ICMA in determining and setting advertising fees.
- Suggest new revenue streams or offerings for current or new platforms to grow ICMA’s media sales opportunities. Stay current on emerging media trends (especially in the association publishing space) and regularly make recommendations for innovative new offerings.
- Renew advertising with established accounts and generate new advertising leads. The advertising sales representative must add value to ICMA’s relationships with advertisers through superior customer service and personal attention to each company’s marketing needs.
- Work with ICMA to develop an online media kit website to support sales efforts.
- Work with ICMA to set revenue goals for each platform and work to meet or exceed those goals during the contract period. Provide regular updates to ICMA on sales activities.
- Provide billing services. Invoice all advertisers and provide financial information to ICMA accounting staff.
- Ensure that client-supplied advertisements and individual deliverables meet correct specifications (dimensions, word count, etc.) Prepare and supply pre-flighted electronic ad files and layout reports for publications and electronic media to the appropriate party at ICMA. For the ICMA website, serve digital ads, paid ads, and house ads on the ICMA ad server.
- Attend occasional ICMA events and other related events as ICMA’s advertising sales representative.

SUBMISSION REQUIREMENTS

Section 1. Company profile:	Please limit to no more than two pages. CV’s or resumes will not count toward the page limit. <ul style="list-style-type: none">• Provide a description of your business.• Provide the year established in the current business for the services requested in this request for proposal.
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	<ul style="list-style-type: none"> • Please provide a copy of your annual report and include information on company size, number of employees, and annual revenue. • Biographical information of key personnel. Please indicate how much time each person(s) will devote to this contract and what other projects they undertake at the same time.
Section 2: References:	<p>Provide a summary of your firm’s experience with associations. Please state the nature of that experience and the name of each such client. Respondents should provide references as follows:</p> <ul style="list-style-type: none"> • At least three (3) examples of relevant work. • The contact information should include the contact name, phone number, email, and website. References will be contacted as part of the evaluation process.
Section 3. Approach:	<ul style="list-style-type: none"> • Describe how your firm will provide the scope of services and meet the objectives requested in this RFP. • Identify any additional tasks (e.g., on-going or one-time) that your firm believes need to be covered in this engagement that were not identified in the Scope of Services. Describe why you believe each task is relevant.
Section 4. Pricing:	<ul style="list-style-type: none"> • Discuss and present your firm’s commission fees/percentage to provide the services requested in this RFP in pursuit of success in reaching particular benchmarks in sales goals. • Discuss any additional fees associated with completing the Scope of Services.

TYPE OF CONTRACT TO BE AWARDED

Commission-based sales agreement

CONTRACT TERM AND DELIVERY DATES

The term of the contract must begin on **December 1, 2023**, and will be for a period of 24 months. Either side may, in its discretion, terminate the contract at any time during that term upon 60 days’ notice.

EVALUATION AND AWARD PROCESS

As part of the evaluation, ICMA will invite candidates to conduct presentations to ICMA staff. Offers will be evaluated based upon:

1. Ability to match the qualifications set forth in this solicitation
 - a. Company Profile (15%)
 - b. References (20%)
 - c. Approach (35%)
2. Price (30%)

ICMA reserves the right to award under this solicitation without further negotiations. The respondents are encouraged to offer their best terms and prices with the original submission.



INSTRUCTIONS TO THE RESPONDENTS

Respondents interested in providing the services described above should submit a proposal following the prescribed format in the Submission Requirements section of this RFP.

Adherence to the proposal format by all respondents will ensure a fair evaluation with regard to the needs of ICMA. Respondents who do not follow the prescribed format may be deemed non-responsive. A letter transmitting the proposal must be signed by an officer of the firm authorized to bind the respondent as required by this solicitation.

1. Transmission letter
2. Package no more than 20 pages excluding required forms (listed below).
3. Completed and signed required forms (listed below).

Packages must be submitted electronically to Representative, Grants and Contracts Administration at workwithus@icma.org with a subject line noting the RFP title and number found on page one of this solicitation. No phone calls, please.

Applications received after the closing date stated on the top of page 1 will be rejected.

APPENDICES (REQUIRED FORMS)

W-9
New Vendor Form

GENERAL CONDITIONS

Proposal Submission - Late proposals and proposals lacking the appropriate completed forms will be returned. Faxed proposals will not be accepted. Proposals will not be accepted at any other ICMA location other than the email address above. If changes are made to this solicitation, notifications will be sent to the primary contact provided to ICMA from each Respondent. ICMA takes no responsibility for effective delivery of the electronic document. The vendor offer will be rejected, if the vendor modifies or alters the electronic solicitation documents.

Contract Award - ICMA anticipates making one award under this solicitation. It may award a contract based on initial applications without discussion, or following limited discussion or negotiations. Each offer should be submitted using the most favorable cost and technical terms. ICMA may request additional data or material to support applications. ICMA expects to notify Respondents in approximately one month from the proposal due date whether your proposal has been selected to receive an award.

Limitation - This solicitation does not commit ICMA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. ICMA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in ICMA's best interest.

Disclosure Requirement - The Respondent shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe circumstances for each.

When a Respondent is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of ICMA after the award of a contract, ICMA may exercise its stop-work right pending further investigation, or terminate the agreement.

No Gifts - It is ICMA's Policy that no gifts of any kind and of any value be exchanged between respondents and ICMA personnel. Discovery of the same will be grounds for disqualification of the Respondent from participation in any ICMA's procurements and may result in disciplinary actions against ICMA personnel involved in such discovered transactions.

Equal Opportunity - In connection with the procurement of the specified services, the firm warrants that it shall not discriminate because of race, color, religion, sex, national origin, political affiliation, non-disabling physical and mental disability, political status, matriculation, sexual orientation, gender identity or expression, genetic information, status as a veteran, physical handicap, age, marital status or any other characteristic protected by law.

Small and Disadvantaged Businesses - ICMA shall use good faith efforts to provide contracting and procurement opportunities for SBD's. SDB categories include minority business enterprises (MBE), woman-owned business enterprises (WBE), small veteran and disabled veteran owned businesses, Historically Black Colleges and Universities (HBCUs), predominantly Hispanic Universities (HACUs), small businesses in Historically Under-utilized Zones (HUBZones) and private voluntary organizations (PVOs) principally operated and managed by economically disadvantaged individuals.