

Arkansas Lottery Commission

Responses to Communications Group, Questions for the ALC Advertising, Marketing and Media Services RFP

ALC Response to Question 1: This information has not been determined as of yet.
The information will be provided once it becomes available.

ALC Response to Question 2: The ALC anticipates that the approved games will initially consist of possibly five (5) to seven (7) instant scratch tickets projected launch dates of October 29, 2009 and possibly one (1) online game with projected launch dates of December 14, 2009. The strategic plan will be developed with the online vendor.

ALC Response to Question 3: This information has not been determined as of yet.
The information will be provided once it becomes available.

ALC Response to Question 4: The ALC response to this questions is “no.”

ALC Response to Question 5: As of yet, the ALC has not established its own web address separate from the Arkansas government website.

ALC Response to Question 6: Please refer to Section 3.3.3 “Types of Media to be Purchased” of the original ALC Advertising, Marketing and Media Services Request for Proposal approved on July 15, 2009.

ALC Response to Question 7: Please refer to the Addendum to the Advertising, Marketing and Media Services Request for Proposal approved on July 22, 2009.

ALC Response to Question 8: The ALC anticipates that items invoiced will be paid within 30 days of receipt of the invoicing.

ALC Response to Question 9: The ALC will accept financials which are produced, reviewed and certified by an independent accountant.

ALC Response to Question 10: The ALC will pay reasonable costs which are incurred and providing the services described in the section outline din your question?

ALC response to Question 11: See ALC response to Question 8.