



October 28, 2021

To: All Potential Respondents
From: Jonathan Koele, Accountant 2
Subject: 2022 - 006

Addendum Six

Please amend the subject RFP to include answers to the following timely received questions:

- Q1. What forms of print media are you most interested in? Newspaper?
- A1. We want the respondents to propose their solution to the types of media that will be used. Some of the mediums we think might be more useful include direct mailings and fruit and vegetable grower publications.
- Q2. In doing a mock up of potential ad copy, do you have a logo for the program that we could incorporate or just use the IDALS logo? I looked on your website and I couldn't find a link in the programs section for Produce Safety Rule.
- A2. A mockup should use the current department logo.