

Q1- Can you confirm your current typical monthly ad spend for PPC? Does this fall outside of your 45k budget for the overall campaign?

This will be included in the £30-45k budget. How the media buying budget is spent will be led by appointed agency in conjunction with NMRN team, which may vary in scope month to month.

Q2- Is the stated contract value of £30-45k inclusive of any media buying costs? i.e. is the contract value 'fee only'

The £30-45k is inclusive of media buying costs.

Q3- For campaigns that do have an element of media buying, is the appointed agency expected to pay those costs upfront then charge back on completion? The scope indicates this is the case, but wanted to check.

Yes, this is correct, this is due to how our administration works at NMRN and flexibility of payment.

Q4- Can you confirm the email address for submissions / clarification? The ITT states that there are 2 different locations to send these to, although they state the same email address.

All clarifications and tender submissions are to be sent to tenders@nmrn.org.uk. The deadline dates are the following;

**Final date for ClarificationQuestions/Requests
for Additional Information**

Deadline for Return of Tenders

**Midday (1200)
Friday 23rd June 2023**

**Midday (1200)
Tuesday 4th July 2023**