



COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

GAIL FARBER, Director

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January 5, 2009

IN REPLY PLEASE

REFER TO FILE: **AS-0**

REQUEST FOR PROPOSALS – ADDENDUM 1 ENVIRONMENTAL PROMOTIONAL CAMPAIGN (2008-AN024)

Thank you for attending the Proposers' Conference for Environmental Promotional Campaign (2008-AN024) on Tuesday, January 6, 2009. Please note that the following revision has been made to the Request for Proposals (RFP). The **bold** text has been added to the RFP.

Exhibit A, Scope of Work, Item C.5.a.ii.(2), Advertisements for Print Media, on page A.10, has been modified as follows:

(2) Advertisements for Print Media

The Contractor shall develop and place advertisements in multiple media, including, but not limited to, **billboards**, magazines, newsletters, and newspapers. Advertisements in Spanish and Traditional Chinese shall also be developed and placed. The Contractor shall place these advertisements at least once every quarter during the contract period to effectively target audiences in the County. A proposed list of recommended publications and placement for the advertisements shall be included in the Plan for approval by the Contract Manager.

If you have any questions concerning the above information, please contact Mr. Edwin Manoukian at (626) 458-4057, Monday through Thursday, 7 a.m. to 5 p.m.

Very truly yours,

GAIL FARBER
Director of Public Works

A handwritten signature in black ink, appearing to read "Ghayane Zakarian", with a stylized flourish at the end.

GHAYANE ZAKARIAN, Chief
Administrative Services Division

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