

REQUEST FOR PROPOSAL

Media Buy-21

EVALUATION CRITERIA: RESPONDENT NAME:	Financial Proposal (Exhibit C)	Responses to Proposal Questionnaire (Exhibit F)	Evaluation of Qualifications, Including Experience with Other Colleges and Universities (Exhibit F)	Other Proposed ancillary or value added services (Exhibit F)	Weighted Total
WEIGHT	30%	50%	10%	10%	100%
Love Advertising	6.67	8.00	6.83	3.50	7.03
Encore Multimedia	6.67	6.17	6.67	2.67	6.02

Awarded