

**EVALUATION MATRIX
RFP WDJ0003**

Tobacco Prevention and Control Media Initiative

Company Name:	Peer Group Consulting (WBE)	Sherry Matthews Advocacy Marketing	Hahn, Texas	Loma Media	Steel Advertising & Interactive (WBE)
Location:	Round Rock, TX	Austin, TX	Austin, TX	Austin, TX	Austin, TX

**High Level Media Plan
(40 Points)**

Clarity and thoroughness
Achievement of greatest reach and penetration
Mix of primary and sub markets
PSA, quantity, and quality

24	37	26	20	24
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**Past Performance, Qualifications and Experience
(30 points)**

General nature of similar work
Size and scope of all operations, employees and years
Depth and length of experience with government agencies
Experience in purchase of Texas-centric media and PSA
Key employees responsible for program

18	28	21	17	19
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**Cost
(30 points)**

Cost effectiveness of media plan and equivalent media value
Cost for production services

16	30	19	20	22
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TOTAL POINTS

58	95	66	57	65
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