



KAY IVEY
GOVERNOR

STATE OF ALABAMA
DEPARTMENT OF MENTAL HEALTH
RSA UNION BUILDING
100 NORTH UNION STREET
POST OFFICE BOX 301410
MONTGOMERY, ALABAMA 36130-1410
WWW.MH.ALABAMA.GOV



KIMBERLY G. BOSWELL
COMMISSIONER

Mental Health Matters Advertising Campaign
RFP 2025-18 Q&A

1. Creative: What types of creatives are available to use in the media plan? Is it outdoor, print, banner ads, :15 or :30 videos; :15 or :30 audio ads, etc.
 - Graphics for social media and/or outdoor, a :30 and :15 second video
2. What is the total overall budget or budget threshold?
 - \$10,000.
3. Are you planning any additional marketing campaigns for the "Steer the Conversation" campaign to complement the campaign focused on license plate sales?
 - Not at this time
4. How do you see this initiative growing in the future?
 - Using the funds from the plates to purchase paid media for other state mental health campaigns
5. Can you please confirm if creative production (design) is or is not part of this scope of work?
 - It is not included in this.
 - If it is not included in the scope, will the vendor receive designs from your Communications team or from another outside vendor?
 1. Yes, we will supply graphics
6. Do you have and are you able to share a budget for this initiative?
 - \$10,000.
7. Is this a new contract opportunity or existing? If existing, who is the incumbent vendor?
 - New contract
8. Are you able to provide an expected media mix between traditional and digital advertising?
 - We would prefer the majority to be digital ads.
9. In terms of digital advertising solutions, are there specific solutions you would like to see?
 - Social media ads, and/or digital outdoor,
10. Are there any specific locations or counties across the state that we should prioritize for the campaign?
 - Not specifically but could focus on more urban areas with more drivers.



11. Are you able to confirm the expected contract start and end date? Based on our understanding of the Scope of Work, we were unsure on what dates to use for our media plan.

- June 30 at latest ending by September 30, 2025.

12. Can you please provide a budget allocation or estimated media spend for the campaign? This will allow us to provide a more detailed media plan and allocation between priority solutions.

- We would prefer the majority to be digital ads.