

# California Bar e-Journal Advertising Representative

## Request for Proposal: Questions & Responses

Posting Date: September 23, 2013

- 1. Can advertising be accepted on any other part of the State Bar of California website?**

*No, advertising accepted only through the e-Journal.*

- 2. What is the process for serving the current ads?**

*State Bar staff uploads the ads to the website and the email. We allow third-party ad tracking tags. We cannot support video ads at this time.*

- 3. What analytics tool is used? Can you provide the traffic data for the last 24 months?**

*Tools used are Google Analytics for the website and Lyris for the email. The average open rate for the email is 44 percent and the total number of page views over the previous 24 months was 1,987,429, which is about 10 percent of overall website traffic. The California Bar Journal ranks third in number of visits to the site. Mobile visits to the Bar Journal are increasing and represented 12 percent of the total visits in the previous 12 months. More detailed statistics will be provided to the winning bidder.*

- 4. Is advertising accepted in any other State Bar products? If so, provide detail about the team that is selling and whether they are being considered as a sales solution for the e-Journal.**

*Yes. The State Bar's Office of Education solicits sponsors and advertising for some of its publications and events. However, none of that advertising is online and all the sales are done in-house. They are not being considered as a sales solution for the e-Journal.*

- 5. Are there any specific advertisers or categories that are not allowed to advertise with the State Bar of California?**

*No, however the State Bar reserves the right to reject advertising that does not meet the publication requirements of the Bar Journal or is undesirable for any reason.*

**6. Are there any affinity relationships that give advertising at no cost to a specific affinity partner?**

*The Bar Journal has an agreement with the California Bar Foundation to provide 12 free banner advertisements per year.*

**7. What are the communication and reporting expectations of the sales team?**

*Monthly reporting of advertising sales and monthly delivery of ads to Production Coordinator David Cunningham. The State Bar handles the billing.*

**8. What is the advertising revenue history for the last three years, including 12 months stat detail by advertiser.**

*Total revenue, including display and classified advertising, was \$348,131 from 2010 through 2012. Proprietary advertiser information will not be disclosed in this public forum.*

**9. Who is currently selling the e-Journal and why is the California State Bar considering a change?**

*Our previous contract was with R.W. Walker Co. and is now open to the public for formal competitive bidding via this offering.*

**10. Please provide three samples of the email used to distribute the e-Journal and how the Bar Journal fits into the overall communications strategy for the State Bar.**

The California Bar Journal provides the main channel of communication to attorneys and also provides news content for the website. Sample communications are now posted for reference.

**11. In the RFP section describing the Evaluation process ( III.D.d. page 6), the last sentence reads, “Costs should be itemized by type to allow the State Bar to**

**implement the solution over the term of the contract (35 %). What is the 35% in reference to?**

*Thirty-five percentage of the total scoring weight is reserved for the cost and compensation by the scoring team.*

**12. Please provide any specific revenue expectations that the State Bar has for the e-Journal.**

*We would expect to maintain our current revenue levels or experience some modest growth.*

**13. Please provide details of any marketing plan that is in place to build readership and member engagement in the e-Journal.**

*We track click-through rates and most-read stories to help guide our editorial decisions. In addition, we are looking into redesigning the email for viewing on mobile devices.*

**14. Please provide a media kit with the current advertising rates.**

*A sample Media Kit is now posted for review.*

**15. Does the pricing provided by bidders in the RFP become public record?**

*Specific limited pages of a proposal, **not** including proposed cost and compensation, may be marked as proprietary and confidential. The entire proposal cannot be deemed confidential. The bidder's consent will be requested before release of such pages to non-State Bar personnel.*