

# Questions and Answers

## Creative Services RFP

Updated April 25, 2017

1. In looking at Appendix E – Materials Needed List Example – digital signage, can you provide answers to the following:

- Are videos allowed for any of these or just static images?
  - o If videos are allowed:
    - Which outlets allow them?
    - How many seconds are they on screen?
    - Do any allow sound?

**Answer:** Thanks for your question regarding Appendix E of our Creative Service RFP. Currently these digital signs are just static images, no video. We started providing these images several years ago to our retailers and have not had a request for video. Hopefully this helps.

2. Does the Idaho Lottery require or prefer a certain proposal response format for the rfp itself, and also for the cover letter? If so, can the Lottery please provide the preferred template(s)?

**Answer:** No, there is no preferred format for the proposal response or the cover letter other than what is specified in Section 1.9 of the Creative Services RFP.

3. Is there's a form we need to acquire that would contain the information requested to in section 2.2.b.?

**Answer:** There is no required form for the bank credit references, just list the bank and the appropriate contact information.

4. Are there any laws prohibiting showing the purchase of or scratching off an actual lottery ticket in an ad?

**Answer:** No, there are no laws prohibiting showing the purchase or scratch of an actual lottery ticket in an ad.