



July 17, 2008

ADDENDUM 1

REQUEST FOR PROPOSAL NUMBER: 310901

PRINT and SUPPLY OF ARIZONA STATE UNIVERSITY CAMPUS DIRECTORY

This Addendum is being issued to answer questions received along with the revised bid due date.

Previous closing date: 5:00 P.M., M.S.T., 07/18/08
NEW DATE: 2:00 P.M., M.S.T., 07/22/08

Q1. What was the total ad revenue for last year's Directory?

A1. The following are the report sales for the last 3 years:

<u>Year</u>	<u>Ads Sold</u>	<u>Collected</u>	<u>Royalty Check to ASU</u>
05/06	\$84,532.75	\$82,239.00	\$30,000.00
06/07	\$72,468.25	\$69,623.25	\$30,000.00
07/08	\$69,409.75	\$68,228.75	\$30,000.00

Q2. How much were the ads sold for?

A2. The advertising rates are left up to the publisher.

Q3. How many ads were sold last year?

A3. 92 ads were sold last year.

Q4. Could we develop a website for the advertiser's to post ads on, which would generate ongoing revenue?

A4. All proposals received by the due date will be evaluated which may include all value added services.

Thank you,

Jennifer Chaira
Jennifer Chaira
Buyer

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