

## Question and Answer Document

Please submit your questions in the form below by the date and time established in the RFP.

#	RESPONDENT'S QUESTION	STATE'S RESPONSE
1	With the magazines being primarily digital, how will they be distributed to students?	Each school will still receive a shipment with a small amount of print magazines to raise awareness. Additionally, we'll be advertising through email, listserves and social media.
2	Given the impact of COVID, are there student images and stories this year?	Yes. While we were not able to make it into schools this year, we have photos and interviews from years past that we will use. Our initial thoughts are to do a sort of "throwback" theme to go along with using older photos.
3	What is the budget?	Approximately \$70,000 for design + content creation with an additional \$50-70,000 dedicated to interactive content / activity creation
4	Since there is still a small print run, will they need the activities reformatted for print or will this not be necessary since the print run is for educators?	We'd like any activities that can be converted to print be built out that way, but if that's not an option,
5	Will video assets be provided (interview-style Q&A they typically do with the students) or will we be responsible for creating these?	Both. We have videos that can and will be provided, but we are certainly open to more typographic styles of videos with vendor-created content.
6	Type of Spanish for translations?	For the current year, the translation leaned toward Mexican Spanish and the language leans toward informal given the student audience. We'd like to maintain this informal tone.
7	Type of video – content or live?	Both. We have videos that can and will be provided, but we are certainly open to more typographic styles of videos with vendor-created content.
	How these will be housed digitally—as an interactive PDF? As a section/landing pages of Learn More Indiana? A standalone website (e.g., microsite)?	We are open to ideas on the best way to deliver this content to students, while keeping budget in mind. Currently, the magazines are housed digitally at: <a href="http://learnmoreindiana.org/classroom-materials/#magazines">http://learnmoreindiana.org/classroom-materials/#magazines</a> . We did hear a lot of feedback that interactive PDFs and print PDFs are good for educators, so we'd like to keep that in mind. But, we are open to creating a new page on the website or creating a standalone website - possibly through something like Adobe Spark, which we already have a membership to.
	Are you envisioning creating two different products – a digital publication/ interactive hub with its own unique content and the print magazine with its own unique content – or will it all be the same content, just packaged a little differently?	We envision the content will be largely the same across both versions. The only exceptions would be small things like interactive elements and the ways the activities are packages.