

Revised Final Evaluation Document
RFP Number 4960 Z1
Advertising Services
Opening Date: May 4, 2015

| Evaluation Criteria | Possible Points | David & Associates | Snitily Carr | Swanson Russell |
|------------------------------------|-----------------|--------------------|--------------|-----------------|
| Part 1.0 Corporate Overview | 60 | 55.5 | 54.3 | 50.3 |
| Part 2.0 Technical Approach | 445 | 380.3 | 373.8 | 386.8 |
| Part 3.0 Cost Proposal | 215 | 215.0 | 190.9 | 205.9 |
| Total Points | 720 | 650.8 | 618.9 | 642.9 |
| Ranking | | 1 | 3 | 2 |

Award Explanation

Three Pillars Media, Inc., failed to meet the requirements of the RFP