

**EMPIRE STATE DEVELOPMENT  
REQUEST FOR QUALIFICATIONS  
MARKETING SERVICES INCLUDING ADVERTISING, DIGITAL MARKETING, EVENTS, MEDIA PLANNING AND BUYING SERVICES  
QUESTIONS AND ANSWERS – PART 2**

**45) Q** – Who were the finalists that made it in to interviews in 2011?

**A** – BBDO USA LLC ; Merkley & Partners; Devito/Verdi; Young & Rubicam; Dixon Schwabl; Catch New York

**46) Q Note:** A few questions were raised requesting clarification of Qualification Criteria No. 9 under Section VI, page 6, which states “Fully loaded hourly cost of account management, creative, research/planning personnel and TV production. These rates must outline the staff functions included under overhead (e.g., management, legal, accounting, finance, etc.).

**A** - You may wish to provide additional fully loaded hourly rates for other services that you will perform in-house in addition to those listed above.

However, we wish to clarify that the fully loaded hourly rates we are requesting relate only to the services for which your firm will be performing in-house. Should you anticipate subcontracting out certain services requested in our RFQ, you would not need to include those hourly rates or costs at this time.