



MEDIA BUYING AGENCY REQUEST FOR PROPOSALS (“RFP”)

ISSUE DATE: July 23, 2019

DUE DATE: **2:00 P.M.** on **August 14, 2019** (“Submission Deadline”)

INSTRUCTIONS: Please submit five (5) paper copies and one (1) electronic copy of the Request for Proposals (“RFP”) on a USB flash drive. Submittals must be delivered in a sealed envelope in person, via mail or courier. Please write “Media Agency” clearly on the outside of the sealed envelope. Submittals received by email, fax, or after the Submission Deadline will be rejected.

SUBMIT TO: Houston First Corporation, Attn: Mitch Miskowski, 701 Avenida de las Americas, Suite 200, Houston, TX 77010.

CONTACT INFO: Any questions concerning this RFP must be submitted by e-mail to bids@houstonfirst.com no later than **10:00 a.m.** on **August 8, 2019**. Questions will be answered collectively in the form of a Letter of Clarification and made available at www.houstonfirst.com/do-business.

PURPOSE & SCOPE OF SERVICES

Houston First Corporation (“HFC”) requests proposals from experienced media buying agencies (each a “Proposer”) able to arrange and place a mix of consumer and business-to-business campaigns with more than 10 specifically-targeted campaigns, 117 vendor placements and 257 million plus impressions across print, digital display and programmatic retargeting, social, television, streaming, out-of-home and radio. Campaigns include: local, regional and national general consumer placements, trade media for meetings and conventions, LGBT, hyper-local diversity, and large-scale special events.

Essential responsibilities include media campaign planning and consultation; scheduling and conducting in-person meetings with media outlets; negotiating and providing discounted media pricing or lowest-available market pricing; credit applications; invoice reconciliation, auditing and processing (on average, 640+ annually); providing quarterly and annual evaluation on all schedules; and detailing the value-vs.-cost for each placement made (made public via HFC placement schedules).

The successful agency will assume credit across media vendors, including prepays. Additionally, the agency is required to have media buying software, subscription-based research, rating reports and ad server.

BACKGROUND

HFC is a local government corporation created by the City of Houston to facilitate economic growth through the promotion of the Greater Houston area and the business of conventions, meetings, tourism, and the arts. HFC manages and operates more than 10 city-owned facilities, including the George R. Brown Convention Center, Gus S. Wortham Theater Center, Jones Hall for the Performing Arts, and Miller Outdoor Theatre. HFC is the primary entity responsible for marketing Houston and increasing awareness of its many attractions and amenities.

PRE-PROPOSAL CONFERENCE

A pre-bid conference has not been scheduled for the solicitation and HFC does not anticipate that such a meeting will be held.

PROPOSAL FORMAT

Although HFC prefers substance over form, to be considered responsive, Proposers are asked to review the following criteria/information requests and respond, in order, to the best of their ability:

- a. **Transmittal Letter:** Proposers are asked to write a letter communicating effectively why their company should be selected to perform the services specified herein. The letter must be signed by a person authorized to make representations on behalf of the Proposer and include their direct phone number and email address. Proposers must make a specific, unambiguous statement accepting and agreeing to comply, if selected, with the Media Buying Services Agreement provided below.
- b. **Experience:** Describe the Proposer's history in meeting the needs of its clients. Provide three current references; please include a contact name, phone number, and email address for each such reference.
- c. **Project Team:** Identify the essential personnel who would provide the services, such as the account manager, responsible corporate executive and any probable subcontractors (with any diversity certifications noted); include a brief summary of their qualifications.
- d. **Pricing:** Please submit Proposer's pricing for services as a flat fee or hourly rates with a not-to-exceed amount. All potential fees and charges to HFC, and any mark-up, must be fully disclosed.

All information provided by Proposers should be organized, clear and concise. Although there are no page limits, Proposers are asked to avoid excessive graphics, title pages, or other extraneous information in their proposal other than requested by HFC.

EVALUATION

HFC will review and rank every proposal received in response to this RFP based on the following weighted criteria: Transmittal Letter, including expressed acceptance of the Media Buying Services Agreement (15 points); Experience, including references (25 points); Project Team (30 points); and Pricing (30 points).

HFC reserves the right to interview the top-ranked Proposers, not to exceed five, prior to making a selection. If interviews are scheduled, then up to 30 additional points may be added to the existing proposal scores of the top-ranked Proposers, for a maximum possible total of 130 points, based on their responsiveness and interview.

HFC intends to award the contract to the Proposer offering the best value to HFC, as measured by HFC utilizing the foregoing evaluation criteria, including the right to award the contract by criteria other than the lowest price proposed. HFC reserves the right to select or reject all or part of any proposal, waive minor technicalities, and select proposals in the manner and to the extent that they serve the best interests of HFC. This RFP does not commit HFC to award a contract, issue a purchase order, or to pay any costs incurred in the preparation of a proposal in response to this RFP. HFC reserves the right to request proposal clarifications/additional information from some or all Proposers.

LETTERS OF CLARIFICATION

Responses to all material questions timely submitted by potential Proposers, as well as revisions incorporated into this RFP by HFC, if any, will be confirmed in a letter and made available online at <http://www.houstonfirst.com/do-business/> ("Letter of Clarification"). When issued, Letters of Clarification

become part of this RFP and automatically supersede any previous specifications or provisions in conflict therewith. By submitting their proposal, Proposers shall be deemed to have received all Letters of Clarification and to have incorporated them into their submittal. Verbal responses will not otherwise alter the specifications, terms and conditions as stated herein. It is the responsibility of Proposers to monitor the foregoing link and ensure they receive any such Letters of Clarification and incorporate them in their proposal.

FORM OF AGREEMENT

By submitting a response to this RFP, Proposer agrees, upon notice of selection, to enter into the [Media Buying Services Agreement](#) provided below. Any requests for clarification or modification to the terms of such agreement must be timely submitted by email to bids@houstonfirst.com. Responses will be included in a Letter of Clarification. Alternative terms or pre-printed forms submitted by a Proposer shall be disregarded and may result in a Proposal being deemed, in HFC's discretion, as non-responsive.

DIVERSITY COMMITMENT

HFC has elected not to establish a Diversity Goal for this project. Proposers are, however, asked to review HFC's [Diversity Compliance Guidelines and Forms](#) and should include a copy of their diversity certification, if any, as well as the certifications of any subcontractors Proposer will utilize or intends to do business with in connection with the services.

RESTRICTIONS ON COMMUNICATIONS

Throughout the selection process, commencing with the Issue Date, Proposers are directed not to communicate with any HFC employee, officer or director regarding their Proposal, or any matter relating to this RFP, other than through bids@houstonfirst.com. Proposers are solely responsible for observation and compliance with such restrictions, and HFC reserves the right to reject any proposal due to violation of this provision.

VENDOR CODE OF CONDUCT

Proposers who do business or seek to do business with HFC are expected to interact with HFC with high ethics and integrity. To promote ethical conduct by its existing and potential contractors, HFC has adopted a Code of Conduct for Vendors, available online at www.houstonfirst.com/do-business. HFC requires that all Proposers be familiar with and abide by the Code of Conduct for Vendors.

CONFLICTS OF INTEREST

Proposers are advised that they have an affirmative obligation to disclose any affiliation or business relationship with an HFC employee, officer, or director creating a conflict of interest (or appearing to a reasonable person to potentially exist). Those who need the disclosure form may find it online at <http://www.ethics.state.tx.us/forms/CIQ.pdf>. By submitting a proposal, Proposers represent that they are in compliance with the requirements of Chapter 176 of the Texas Local Government Code.

PROTEST PROCEDURES

Any protest relating to the form, terms and conditions, selection criteria, specifications, exhibits, or any other material RFP content must be filed by the actual or potential Proposer with the Purchasing Agent no later than five business days prior to the Submission Deadline. If the protest consists of a dispute regarding the Proposer recommended by the selection committee, or otherwise relates to the alleged misapplication of selection criteria, then the Purchasing Agent must receive the protest from an actual Proposer after the Submission Deadline, but at least three business days prior to consideration of a contract resulting from this RFP by an HFC committee or Board of Directors, whichever is earlier.

All protests must be made in writing and delivered to Houston First Corporation, Attn: Purchasing Agent, 701 Avenida de las Americas, Ste. 200, Houston, TX 77010. To be considered by HFC, protests must be timely received and include, at a minimum, all of the following information: (a) The name, address and contact information of the Proposer, with sufficient information to establish that a bona fide Proposer is

the person or entity filing the protest; (b) The full title of the RFP; (c) Material grounds for the protest, including the provisions of the RFP and the applicable law or regulation that serves as the basis for the protest; (d) A statement of the specific relief requested by the Proposer; (e) Reference to and attachment of any pertinent documents or sources relied upon by the protestor that the protesting party wishes to have HFC consider; and (f) An affidavit attached to support any factual allegations stated in the submission. The Purchasing Agent will notify the Proposer promptly to acknowledge receipt of a protest.

PUBLIC INFORMATION

HFC is subject to the Texas Public Information Act ("TPIA"). Information submitted by Proposers is subject to release under the provisions of the TPIA set forth in Chapter 552 of the Texas Government Code. Each page where confidential or proprietary information appears must be labeled as such clearly and unambiguously. Proposers will be advised of any request for public information that implicates their materials and may, in accordance with applicable law, elect to assert objections to disclosure with the Texas Attorney General at their cost and expense.

RFP PACKETS

A complete copy of this RFP, including exhibits, necessary forms and other relevant information is available on-line at www.houstonfirst.com/do-business. This RFP provides the information necessary to prepare and submit a proposal for consideration and ranking by HFC.

WITHDRAWAL; ERROR

Proposals may be withdrawn due to errors or for any other reason by a written request received by bids@houstonfirst.com prior to the Submission Deadline.

MEDIA BUYING SERVICES AGREEMENT

This Media Buying Services Agreement (“Agreement”) is made by and between Houston First Corporation, a Texas local government corporation (“HFC”) whose address is 701 Avenida de las Americas, Suite 200, Houston, Texas 77010, and [TBD] (“Contractor”) whose address is [TBD]. In consideration of the mutual promises contained herein, the parties hereby agree as follows:

ARTICLE 1: RESPONSIBILITIES

1.1 Contractor acknowledges that the purpose of this Agreement is to retain Contractor’s services to arrange and place a mix of consumer and business-to-business campaigns, including approximately 10 targeted campaigns annually, 117 vendor placements and 257 million or more impressions across print, digital display and programmatic retargeting, social, TV, streaming, out of home and radio. (Such campaigns to include: local, regional and national general consumer placements, trade media for meetings and conventions, LGBT, hyper-local diversity and large-scale special events.)

1.2 Without limiting the foregoing, Contractor agrees to and shall provide and perform services for HFC in accordance with this Agreement, including the Scope of Services attached hereto as **Exhibit “A”** and made a part hereof for all purposes.

1.3 Contractor agrees to and shall assume credit across media vendors, including prepays. Additionally, Contractor represents to HFC that Contractor has and shall maintain media-buying software, subscription-based research, rating reports and ad server at no additional cost to HFC.

1.4 The term of this Agreement shall commence on **October 1, 2019** and extend through **September 30, 2024** (the “Term”), unless sooner terminated according to the terms of this Agreement. HFC reserves the option to and may extend the Term by up to an additional six calendar months, on the same terms and conditions, by notifying Contractor in writing of such extension prior to the expiration of the Term.

1.5 Contractor shall undertake and complete its services in a manner commensurate with the best interests of HFC and consistent with the skill, judgment, diligence, and care ordinarily provided by entities performing comparable services. Contractor shall perform expeditiously to ensure the timely and orderly completion of its services.

1.6 Contractor shall act in accordance with applicable laws and observe high standards of ethics in the conduct of its services and responsibilities under this Agreement.

1.7 Contractor shall not take for itself or divert to a third party any corporate opportunity arising out of this Agreement or discovered otherwise through the use of HFC property or information. Contractor represents to HFC that it is not a party to any outstanding agreement creating or appearing to create a conflict of interest with regard to its services hereunder or that would preclude Contractor from complying with the terms of this Agreement; Contractor shall not enter into any such conflicting agreement during the Term.

1.8 Contractor shall not subcontract or delegate any portion of the services without the advanced written consent of HFC.

1.9 Contractor has the authority to select the means, methods and manner of providing services, subject to the terms and conditions set forth in this Agreement.

1.10 Material purchases of media by Contractor on behalf of HFC shall be made in accordance with media buy plans developed by Contractor, based on goals, budgets and other criteria and parameters provided by HFC. All such media buy plans shall be subject to approval by HFC in the form of a purchase order issued by HFC. Contractor shall not purchase media in excess of the amount set forth in such purchase orders, each of which shall constitute an addendum to this Agreement and made a part hereof by this reference. In the event of a conflict between the purchase order terms and this Agreement, this Agreement shall control and prevail.

1.11 Upon request from Contractor, HFC agrees to provide one or more acknowledgments of agency letters setting forth the manner and extent to which Contractor is authorized to purchase media on behalf of HFC.

ARTICLE 2: PAYMENT

2.1 Subject to the terms and conditions of this Agreement, HFC agrees to pay Contractor [TBD] per calendar month during the Term for its services. Invoices for such monthly fee shall be submitted electronically to HFC by the fifth calendar day of the month following each month in which services are performed and HFC will make payment to Contractor within 30 calendar days of the receipt and approval by HFC of such invoices.

2.2 Expenses incurred by Contractor in accordance with media buy plans approved as provided in Section 1.10 and other reasonable expenses related to the services approved in advance and in writing by HFC (including, by way of example and not limitation, short-term or incidental purchases of media unrelated to a media buy plan) will be reimbursed at cost.

2.3 Such expenses will be reimbursed based on invoices submitted by Contractor, no more than once per month, detailing the expenses paid by Contractor during the previous month; provided, however, that Contractor may request an advance amount to ensure prompt payment of expenses, which request may be approved, partially-approved or denied at the sole discretion of HFC.

2.4 Invoices for expenses shall be submitted electronically by the fifth calendar day of the month and shall note the related HFC purchase order number clearly. HFC shall make payment to Contractor within 30 calendar days of the receipt and approval by HFC of such invoices for expenses.

2.5 Contractor shall not combine invoices for its monthly fee and reimbursable expenses. Invoices for expenses including a variety of media (e.g., digital and print) may be combined.

2.6 If any items in any invoice submitted by Contractor are disputed by HFC for any reason, including lack of supporting documentation, then HFC shall temporarily delete the disputed item and pay the remaining amount of the invoice; provided, however, that HFC shall promptly notify Contractor of the dispute and request clarification and/or remedial action. After any dispute shall have been settled, Contractor shall include the disputed amount on a subsequent regularly scheduled invoice or on a special invoice for the disputed item only.

ARTICLE 3: LIMITATION OF LIABILITY

3.1 NEITHER PARTY WILL BE LIABLE TO THE OTHER FOR ANY INDIRECT, CONSEQUENTIAL, SPECIAL, INCIDENTAL, PUNITIVE, OR EXEMPLARY DAMAGES,

INCLUDING, WITHOUT LIMITATION, INTEREST, LOST PROFITS (DIRECT OR INDIRECT) AND/OR LOST REVENUES, HOWSOEVER ARISING, WHETHER CHARACTERIZED IN NEGLIGENCE, TORT, CONTRACT, OR OTHER THEORY OF LIABILITY, EVEN IF THE PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF OR COULD HAVE FORESEEN SUCH DAMAGES.

3.2 TO THE FULLEST EXTENT ALLOWED UNDER APPLICABLE LAW, CONTRACTOR AGREES TO AND SHALL RELEASE, DEFEND, INDEMNIFY, AND HOLD HFC HARMLESS FROM AND AGAINST ALL CLAIMS, DEMANDS, LAWSUITS, OR OTHER LIABILITY FOR INJURY, DEATH, DAMAGE, OR LOSS TO PERSONS OR PROPERTY SUSTAINED IN CONNECTION WITH THE ACTUAL OR ALLEGED NEGLIGENCE OR WILLFULL MISCONDUCT OF CONTRACTOR, INCLUDING ANY OF ITS DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, OR CONTRACTORS OF ANY TIER.

ARTICLE 4: CONFIDENTIALITY

4.1 As used in this Agreement, the term “Confidential Information” shall mean any information relating to the business, operations, plans, accounts, finances, or assets of HFC (whether oral or written, and whether in electronic or other form) disclosed by HFC to Contractor or learned or developed by Contractor in connection with the performance of services by Contractor under this Agreement. Confidential Information does not include information that the Contractor can show was already known to the general public prior to disclosure by Contractor or was authorized to be disclosed in advance and in writing by HFC.

4.2 Contractor agrees to and shall hold all Confidential Information in strict confidence and protect it with the same degree of care with which the Contractor protects its own confidential information, but in any event with no less than a commercially reasonable standard of care; use Confidential Information only for purposes permitted or necessary to fulfill contractual obligations between Contractor and HFC; not copy or otherwise duplicate Confidential Information, or knowingly allow anyone else to copy or otherwise duplicate any Confidential Information then under its control; restrict disclosure of Confidential Information solely to select employees on a need-to-know basis who are under legal obligations requiring them to keep such Confidential Information confidential; not take advantage of any business opportunity based on or derived in whole or in part from the Confidential Information; and not otherwise disclose Confidential Information to any other person or entity.

4.3 Contractor hereby acknowledges and agrees that in the event of any actual or threatened breach of this Agreement (including, by way of example and not limitation, any disclosure of Confidential Information), HFC may suffer irreparable harm and injury and that no remedy at law will afford HFC adequate protection against, or appropriate compensation for, such injury. Accordingly, Contractor agrees that, in addition to all other rights and remedies available at law or in equity (all of which are expressly reserved by HFC), HFC shall be entitled to injunctive relief and specific performance under this Agreement, as well as the right to recover all costs (including reasonable attorneys’ fees) that may be incurred to enforce this Agreement.

4.4 If Contractor is legally compelled, pursuant to a subpoena or other applicable law to disclose any Confidential Information disclosed to it by HFC, then Contractor agrees that it shall provide HFC with reasonably prompt notice of such request or requirement, and will in good faith consult with and consider the suggestions of HFC concerning the nature and scope of such Confidential Information the Contractor proposes to disclose.

ARTICLE 5: TERMINATION

5.1 Either party may terminate this Agreement if the other party defaults and fails to cure the default after receiving notice of it. Default occurs if a party fails to perform one or more of its material duties under this Agreement. If a default occurs, then the injured party shall deliver a written notice to the defaulting party describing the default and the proposed termination date. The date must be at least 30 calendar days' after receipt of the notice. The injured party, at its sole option, may extend the proposed termination date to a later date. If the defaulting party cures the default before the proposed termination date, then the proposed termination is ineffective. If the defaulting party does not cure the default before the proposed termination date, then the injured party may terminate this Agreement on the termination date.

5.2 HFC may terminate this Agreement at any time by giving 30 calendar days' written notice to Contractor. HFC's right to terminate this Agreement for convenience is cumulative of all rights and remedies which exist now or in the future. On receiving the notice, Contractor shall, unless the notice directs otherwise, immediately discontinue all services under this Agreement and cancel any existing orders or subcontracts that are chargeable to this Agreement. As soon as practicable after receiving the termination notice, Contractor shall submit an invoice showing in detail the services performed under this Agreement up to the termination date. HFC shall then pay the fees to Contractor for services actually performed, but not already paid for, in the same manner as prescribed herein.

5.3 TERMINATION OF THIS AGREEMENT AND RECEIPT OF PAYMENT FOR SERVICES RENDERED ARE CONTRACTOR'S EXCLUSIVE REMEDIES FOR TERMINATION FOR CONVENIENCE BY HFC, WHICH DOES NOT CONSTITUTE A DEFAULT OR BREACH OF THIS AGREEMENT. CONTRACTOR WAIVES ANY CLAIM (OTHER THAN ITS CLAIM FOR PAYMENT FOR SERVICES PERFORMED), IT MAY HAVE NOW OR IN THE FUTURE FOR FINANCIAL LOSSES OR OTHER DAMAGES RESULTING FROM HFC'S TERMINATION FOR CONVENIENCE.

5.4 Contractor may terminate this Agreement at any time by giving 30 calendar days' written notice to HFC. Contractor's right to terminate this Agreement for convenience is cumulative of all rights and remedies which exist now or in the future. Contractor shall discontinue all services under this Agreement effective as of the date of such termination and submit an invoice showing in detail the services performed under this Agreement up to the termination date. HFC shall then pay the fees to Contractor for services actually performed, but not already paid for, in the same manner as prescribed herein.

ARTICLE 6: MISCELLANEOUS PROVISIONS

6.1 Inspections and Audits. HFC and its designees shall have the right to examine and review Contractor's books, records and billing documents which are directly related to performance or payment under this Agreement. Contractor shall maintain such books, records, and billing documents for two years after the cessation of Contractor's services under this Agreement. Nothing in this Section shall affect the time for bringing a cause of action or the applicable statute of limitations.

6.2 Instruments of Service. Contractor shall grant and assign and hereby does grant and assign to HFC all right, title, interest and full ownership worldwide in and to all Instruments of Service, including any modifications or improvements thereto, that are developed, written or produced by Contractor, its employees, contractors, agents, and subcontractors pursuant to this Agreement. Contractor shall execute all documents required by HFC to further evidence such assignment and ownership. Contractor shall cooperate with HFC in registering, creating or enforcing any copyrights or other possessory or proprietary

rights arising hereunder. As used herein, the term “Instruments of Service” includes all representations, in any medium, of the tangible and intangible creative work performed by Contractor including, without limitation, articles, newsletters, brochures, reports, studies, databases, conceptual designs, surveys, questionnaires, models, sketches, drawings, photographs, graphics, logos, slogans, specifications, and other, similar documents and materials.

6.3 Force Majeure. Timely performance by both parties is essential to this Agreement. However, neither party will be liable for delays or other failures to perform its obligations under this Agreement to the extent the delay or failure is caused by Force Majeure. For purposes of this Agreement, Force Majeure means fires, floods, explosions, and other acts of God, war, terrorist acts, riots, court orders, and the acts of superior governmental or military authorities. This relief is not applicable unless the affected party does the following: uses due diligence to remove the Force Majeure as quickly as possible; provides the other party with prompt written notice of the cause and its anticipated effect; and provides the other party with written notice describing the actual delay or non-performance incurred within 7 calendar days after the Force Majeure ceases. If the Force Majeure continues for more than 30 calendar days, then either party may terminate this Agreement by giving 15 calendar days’ written notice to the other party; such termination is not a default or breach of this Agreement.

6.4 Successors and Assigns; Survival. HFC and Contractor, respectively, bind themselves, their partners, successors, assigns and legal representatives to the other party to this Agreement with respect to all covenants of this Agreement. Contractor shall not assign, in law or otherwise, sublet or transfer any interest in this Agreement without the prior written consent of HFC. Contractor shall remain obligated to HFC under all clauses of this Agreement that expressly or by their nature extend beyond the expiration or termination of the term of this Agreement.

6.5 Notices. All notices required or permitted hereunder shall be in writing and shall be deemed received when actually received or, if earlier, on the third day following deposit with the United States Postal Service by registered or certified mail, return receipt (or electronic return receipt) requested, Federal Express, UPS, or any other national overnight express delivery service. The notice must be addressed to the party to whom the notice is given at its address set out in this Agreement or other address the receiving party has designated previously by proper notice to the sending party. Postage or delivery charges must be paid by the party giving the notice.

6.6 Non-Waiver. Failure of either party hereto to insist on the strict performance of any of the agreements herein or to exercise any rights or remedies accruing hereunder upon default or failure of performance shall not be considered a waiver of the right to insist on and to enforce by any appropriate remedy, strict compliance with any other obligation hereunder or to exercise any right or remedy occurring as a result of any future default or failure of performance.

6.7 Governing Law/Venue. The Agreement shall be governed by the laws of the State of Texas, without regard to any conflict of law provisions. Litigation in connection with this Agreement shall be in a court of competent jurisdiction in Harris County, Texas.

6.8 Extent of Agreement. This Agreement, including Exhibit “A” and any purchase-order addenda made a part hereof upon issuance, represents the entire and integrated agreement between HFC and Contractor and supersedes all prior negotiations, representations or agreements either written or oral. This Agreement may not be altered or amended otherwise except in writing executed on behalf of all of the parties.

[signature block to follow in final agreement]

**EXHIBIT “A”
SCOPE OF SERVICES**

Contractor agrees to and shall provide and perform the services customarily performed by a media services agency, including but not limited to the following:

- a. Media campaign planning, consultation, development and, as necessary, revision;
- b. Scheduling and conducting in-person meetings with media outlets;
- c. Completing credit applications with media companies as requested;
- d. Negotiating discounted media pricing or lowest-available market pricing;
- e. Buying and stewardship of media;
- f. Invoice reconciliation, auditing and processing;
- g. Providing media research information and quarterly and annual evaluation on all schedules;
- h. Detailing the value-vs.-cost for each placement made (made public via HFC placement schedules);
- i. Reports pertaining to the services as needed upon request from HFC.