

MEMORANDUM FOR ALL PROSPECTIVE OFFERORS

FROM: **Contracting Officer: Rodney Johnson**  
**Phone: 301-222-6032**  
**Email: [rodney.l.johnson.civ@mail.mil](mailto:rodney.l.johnson.civ@mail.mil)**  
**Project Title: Variety Magazine Ad; May 9th Issue**

SUBJECT: Request For Quote (RFQ) for Full Page, 4 color Ad placement in Variety Magazine in May 9th Issue.

1. My office is accepting RFQ from vendors capable of place a Full Page, 4 color Ad placement in Variety Magazine's in May 9th Issue. AFN reaches its 75th anniversary in May 2017. Because of the strong relationship between AFN and the news, sports and entertainment industries – without their support none of what AFN does is possible – it is only fitting AFN says “thank-you” for their support in the past and their continued support in the future. The best way to communicate to those industries “en masse” is through one of the largest industry magazine; Variety

2. This is a RFQ. ALL quotes are due by **1 May 2017 at 1600HRS.** via e-mail to: **[rodney.l.johnson.civ@mail.mil](mailto:rodney.l.johnson.civ@mail.mil)**. **LATE QUOTES WILL NOT BE ACCEPTED UNLESS IN THE BEST INTEREST OF THE GOVERNMENT AS DETERMINED BY THE CONTRACTING OFFICER.** If you are unable to submit a proposal, please forward a capability statement and I will keep your company in mind for future business opportunities. This document is not legally binding and does not commit the US Government in anyway.

3. If you are interested in submitting a quote with my office, please submit documents before the due date of 1 May 2017 at 1600HRS. Offerors should propose the most advantageous price available as discussions are not anticipated for this requirement. While discussions are not anticipated, the government reserves the right to hold discussions with offerors at our sole discretion. Award may be made based on Lowest Priced Technically Acceptable (LTPA). Additionally, Contracting Officer reserves the right to:

- a. Make no awards from this RFQ or quotes submitted.
- b. Award to multiple bidders if in the best interest of the government.
- c. Award to other than the low bidder based on quality of the items proposed, delivery time and any other factors determined to be important at the discretion of the Contracting Officer.

4. Email your quote with your pricing to **[rodney.l.johnson.civ@mail.mil](mailto:rodney.l.johnson.civ@mail.mil)** no later than **1 May 17 at 1600HRS** as I intend to have this in place and effective 4 May 17. If your company is selected, I will forward you additional information to complete to include SF1449; which establishes awarding of contract. ***The Contracting Officer is the only authorized representative that may obligate funds on behalf of the US Government. Work accomplished under the direction of any other individual is not authorized and is accomplished at the sole liability of the contractor.***

Rodney Lyle Johnson  
Contracting Officer