Media Services RFP
Questions & Answers

1) What media channels were utilized in the 2026 campaign, and how was the advertising budget allocated across those channels? In 2026, the campaign utilized multiple channels and outlets. The distribution of the budget along with the channels used was determined by OHFA and the provider. We anticipate that the vendor will review our goals and determine the best distribution of the budget and the appropriate channels to reach our audience.

2) Are historical campaign performance results available, including reach, impressions, website traffic, conversions or other key performance indicators? Historical information can be provided to the vendor that is selected.

3) Beyond awareness and website traffic, how does OHFA define campaign success? Is there an opportunity to measure completed applications, lender referrals or actual program participation? Over the years, website traffic has been the main measurement for the campaign. We are open to working with the vendor to identify additional metrics for the 2027 advertising.

4) The RFP identifies increasing participation in underserved counties as a priority. Has OHFA identified specific counties or markets, or is the selected agency expected to make those recommendations? Once selected, OHFA will provide the vendor with 2026 data to help determine the best method and markets to reach the underserved counties.

5) Are there particular homebuyer programs OHFA would like to prioritize, or should the agency recommend how best to allocate media support across the available programs? OHFA is looking for a comprehensive strategy to build awareness across all of the available programs.

6) The RFP references a campaign running March through June, while the budget description identifies February through June. Should February be considered a planning and production period or part of the active advertising campaign? OHFA anticipates that February will be dedicated to developing the strategy and needed campaign assets.

7) Will OHFA provide existing campaign creative assets, including video, audio and digital advertising, or should agencies include creative development and production in their proposed scope and fees? OHFA has existing campaign assets that can be leveraged and edited to fit the 2027 campaign strategy. The Agency also has a Brand Manager that can work with the vendor to create assets that don't already exist.

8) Does OHFA have established media partnerships, preferred vendors or existing advertising commitments that should be considered in the proposed media strategy? OHFA has two existing event sponsorships, whose outreach and promotion will overlap with the campaign. The Agency also has not engaged in advertising since the 2026 campaign concluded in June.

9) What level of ongoing reporting and communication does OHFA anticipate throughout the campaign? Are there established reporting formats or meeting expectations? OHFA anticipates receiving updates on the impact of the campaign on a regular basis, which it will determine with the selected vendor. The Agency does not have an established report format to show the impact of the campaign.

10) Should the proposed flat agency fee include all strategy, planning, buying, optimization and reporting services, with any creative production costs identified separately? Yes, creative services costs should be identified separately.

11) Section 3.1 notes a preference for firms with an Ohio office or branch. How will that preference be weighted in scoring, and what does OHFA consider an acceptable Ohio presence for firms incorporated outside Ohio? Firms that are incorporated or located in Ohio will be given preference, but an Ohio location is not a requirement.

12) Can OHFA share the evaluation weighting for Sections 3.1 through 3.7 and for cost? OHFA reserves the right to decline to respond to any question or inquiry that will cause an undue burden or expense for OHFA or which OHFA deems unnecessary for purposes of responding to this RFP.

13) Is this RFP replacing an existing media agency contract? If so, can OHFA share the incumbent and the prior year's media budget? The previous contract ended on June 30, 3026. This RFP would start a new contract.

14) Is broadcast radio a required channel, or may respondents recommend a channel mix based on performance? OHFA does not have an expectation for the use of specific advertising channels to reach its target audience. The Agency is looking for a comprehensive strategy to promote its programs.

15) Is the $350,000 limited to the February through June 2027 flight, or does OHFA expect the contract to extend to later campaigns? What is the contract term, and are renewals available? The $350,000 for advertising placements is for February through June 2027. The contract term is from January to June 2027.

16) Should the flat fee cover strategy, planning, buying, optimization and reporting only, or also creative production and adaptation of ad units? Yes, the flat fee should cover strategy, planning, buying, optimization, and reporting. Any creative production and adaptation costs should be identified separately.

17) Will OHFA supply finished creative (audio spots, video, display and social assets), or should respondents include production costs? OHFA has existing campaign assets that can be leveraged and edited to fit the 2027 campaign strategy. The Agency also has a Brand Manager that can work with the vendor to create assets that don't already exist.

18) Which counties does OHFA consider previously underserved, and are there county-level participation goals for 2027? Once selected, OHFA will provide the vendor with 2026 data to help determine the best method and markets to reach the underserved counties.

19) What conversion events does OHFA track on myohiohome.org today, and will the selected firm have access to site analytics for measurement? Once selected, OHFA will provide the vendor with 2026 data to help determine complete the campaign strategy. OHFA tracks and measures pageviews, referral sources, search queries as well as Google ad metrics. The selected vendor would be provided access to analytics once the contract is executed.

20) Exhibit B references a sample agreement. Can respondents propose exceptions in their submission, or should exceptions be raised during negotiation? The lowest cost proposal will receive the maximum number of points. The remaining proposals will receive a percentage of the maximum points.

21) Section 1.1 states that OHFA seeks a strategic media agency "located in Ohio," while Sections 1.8 and 3.1 describe Ohio location or incorporation as a preference. May an agency headquartered outside Ohio, without an Ohio office, submit a proposal and receive full consideration? Firms that are incorporated or located in Ohio will be given preference, but an Ohio location is not a requirement.

22) If Ohio presence is a preference rather than an eligibility requirement, how will that preference be evaluated or weighted? Firms that are incorporated or located in Ohio will be given preference, but an Ohio location is not a requirement.

23) Will an applicant's established media network serving rural and underserved Ohio counties be considered in evaluating its ability to reach OHFA's priority audiences? OHFA will evaluate an applicant's experience and strategy when reviewing the proposals.

24) Could you please confirm whether a Michigan-based firm without an Ohio office is eligible to submit a proposal as the prime contractor? Firms that are incorporated or located in Ohio will be given preference, but an Ohio location is not a requirement.

25) Is there an incumbent to the Ohio Housing Finance Agency RFP? If so, who and will they be submitting? The previous contract ended on June 30, 3026. This RFP would start a new contract.

26) Will having an MBE provide a higher score on the evaluation verse not having an MBE. We would refer you to Section 3.1 Description of the Firm of the RFP.

27) What are the point values or weights for each evaluation section, including cost? We would refer to Section 4: Evaluation Process, which outlines the evaluation criteria.

28) Does the flat fee cover strategy, planning, buying, and reporting only? Is creative development or production expected? Section 2.1(e) mentions aligning advertising content and lists print. Yes, the flat fee should cover strategy, planning, buying, optimization, and reporting. Any creative production and adaptation costs should be identified separately.

29) Is there a segment of your campaign that the Committee would like to see improvement on, from previous campaigns? OHFA is looking for a comprehensive strategy to build awareness across all of the available programs.

30) What KPIs does OHFA use to define success in other words, how will you measure the success of the campaign? Attributions? Over the years, website traffic has been the main measurement for the campaign. We are open to working with the selected vendor to identify additional metrics for the 2026 advertising.

31) Which specific Ohio counties or regions does the Agency currently consider "previously underserved or priority"? Once selected, OHFA will provide the vendor with 2026 data to help determine the underserved counties.

32) Which advertising channels or strategies delivered the best results during your spring 2026 campaign? OHFA will provide the selected vendor with an overview of the strategy that was implemented in 2026 and the data it has from the campaign.

33) Section 2.1 says the campaign runs early March through June, while 3.5 says February through June. Which window should we plan for? OHFA anticipates that February will be dedicated to

developing the strategy and needed campaign assets. The expectation is that the campaign will be live March through June.

34) Is the $350K the net working media budget? How should agency commissions and markups be handled? The $350,000 is the budget for media placements. Commissions and markups for the media placements/buys should be included in this portion of the budget.

35) Is this a one-season engagement, or are there renewal options for future years? OHFA maintains an option to renew the agreement based on the performance of the 2027 campaign.

36) Can OHFA share results from prior campaigns, such as channel mix, spend, CPMs, web traffic, and conversions? Over the years, website traffic has been the main measurement for the campaign, and we can provide that data to the selected vendor. For the 2027 campaign, we are looking for the selected vendor to identify additional metrics for the 2027 advertising.

37) What data will we have access to, such as GA4 or website analytics, lender or loan reservation data by county, and existing tracking pixels? OHFA will provide the selected vendor with the available data to best inform the campaign strategy.

38) Where can we get Exhibits A and B (the Letter of Transmittal format and the sample agreement)? These documents have been added to the RFP posting on OHFA's website.

39) Does an Ohio office of an out-of-state-incorporated company satisfy the Ohio preference? (Section 1.1 says "located in Ohio"; 3.1a prefers "incorporated and located") Firms that are incorporated or located in Ohio will be given preference, but an Ohio location is not a requirement.

40) Is the flat fee for the spring 2027 campaign only, or annual? What contract term does OHFA expect? This contract is for one year with an option to extend. The fee should represent the cost for managing the campaign from February to June.

41) Are creative production costs in scope, or is OHFA supplying creative? OHFA has existing campaign assets that can be leveraged and edited to fit the 2027 campaign strategy. The Agency also has a Brand Manager that can work with the vendor to create assets that don't already exist.

42) Is there a page limit or point weighting per section? Please review Section 5.1 in the RFP.

43) The Table of Contents lists Exhibit A (Letter of Transmittal format) and Exhibit B (sample services agreement) on pages 13 and 14, but neither one is in the posted PDF. Can you send those over? Section 5.1b requires the transmittal letter as our cover page, so we want to make sure we're using the right format. These documents have been added to the RFP posting on OHFA's website.

44) Section 2.1 mentions increasing participation in previously underserved counties. Which counties does OHFA have in mind? County-level data on FY2026 originations would be even better if that's available. OHFA will provide the selected vendor with the available data to best inform the campaign strategy.

45) Is creative production inside the $350,000, or will OHFA provide finished assets for us to place? OHFA has existing campaign assets that can be leveraged and edited to fit the 2027 campaign strategy. The Agency also has a Brand Manager that can work with the vendor to create assets that don't already exist. Any creative production and adaptation costs should be identified separately.

46) Who pays the media vendors? We're trying to understand whether the selected firm invoices OHFA and remits to vendors, or whether OHFA pays vendors directly. If it's the former, what are your standard payment terms. It is OHFA's expectation that the vendor will pay the media vendors and then remit a reimbursement invoice to OHFA.

47) Who handled media planning and placement for the spring 2026 campaign? And if it's something OHFA can share, we'd find the FY2026 channel breakdown and results helpful in shaping our recommendation. OHFA will provide the selected vendor with an overview of the strategy that was implemented in 2026 and the data it has from the campaign.

48) What does a successful 2027 look like for OHFA through the lens of Media Services and what are the desired campaign results? Over the years, website traffic has been the main measurement for the success of the campaign; however, in 2027, we are looking for the selected vendor to identify additional metrics to measure its impact and success.

49) Is the incumbent under consideration for this again in 2027? The previous contract ended on June 30, 3026. This RFP would start a new contract.

50) Is being a WBE considered an MBE in this process? No, it is not.

51) Cost scoring: Can OHFA clarify how cost is weighted, and share the point value for each criterion, including MBE/EDGE consideration? OHFA reserves the right to decline to respond to any question or inquiry that will cause an undue burden or expense for OHFA or which OHFA deems unnecessary for purposes of responding to this RFP.

52) Fair housing compliance: Housing ads on Meta and Google fall under special ad category rules that restrict targeting by age, ZIP code, and similar criteria. Does OHFA have a compliance or legal review process for targeting and creative, and what is the typical turnaround? OHFA will work with the selected vendor to develop a review process that aligns with the campaign calendar.

53) Underserved counties: Which counties does OHFA consider previously underserved for the 2027 campaign? Can OHFA share participation data by county? Once selected, OHFA will provide the vendor with 2026 data, which will outline the participation in each county and help determine underserved counties.

54) Success metrics: What is OHFA's primary measure of campaign success (e.g., site traffic, lender inquiries, loan reservations, closed loans)? Will the agency have access to the site's web analytics (e.g., GA4) for **myohiohome.org** and be able to place conversion tracking? Over the years, website traffic has been the main measurement for the success of the campaign; however, in 2027, we are looking for the selected vendor to identify additional metrics to measure its impact and success.

55) Past performance: Can OHFA share prior campaign media plans, channel allocations, and results? OHFA will provide the selected vendor with an overview of the strategy that was implemented in previous campaigns and the data it has from them.

56) Program priority: Should all five homebuyer programs receive equal emphasis, or are certain programs priorities for 2027? OHFA is looking for a comprehensive strategy to build awareness of the Agency and all of the available programs.