

Mary Ann Williamson  
Chairman

J. Winston Krause  
Commissioner

Cynthia Tauss Delgado  
Commissioner



# TEXAS LOTTERY COMMISSION

Gary Grief, *Executive Director*

Philip D. Sanderson, *Charitable Bingo Operations Director*

April 25, 2012

Ellen Cook  
President  
Integer  
1999 Bryan Street, Suite 1700  
Dallas, TX 75201

Via facsimile: 214.758.6901  
and email: [ecook@integer.com](mailto:ecook@integer.com)  
**TIME SENSITIVE**

RE: Request for Proposals (RFP) for Advertising Services, RFP #362-12-0002

Dear Ms. Cook:

The Texas Lottery Commission (TLC) is reviewing the Proposal submitted by Integer in response to the above-referenced RFP, and, pursuant to RFP Section 2.16.3, requests clarifications as set forth below.

1. Section 4.1.2 – For the clients listed on pages 51-61, provide the total annual value of each contract, including all fees and pass-through costs (i.e., account fees, media planning/buying costs, production costs, etc.), and provide the begin and end dates for each engagement.
2. Please provide a detailed explanation of how the media buying/planning is structured. Is the media buyer buying for TLC across all DMA's OR buying for limited DMA's for multiple clients, including TLC? Will media planners also be performing the media buying function?

Your complete response to all questions, including any additional information requested herein, must be provided to me no later than **2 p.m. CST on Friday, April 27, 2012**. Your response may be submitted via facsimile to (512) 344-5444 or e-mail to [angela.zgarba@lottery.state.tx.us](mailto:angela.zgarba@lottery.state.tx.us). In accordance with Section 1.9 of the RFP, please mark any information considered confidential as such.

If you have any questions, you may contact me at (512) 344-5215. Thank you for your immediate attention to this matter.

Sincerely,

A handwritten signature in blue ink that reads "Angela Zgabay-Zgarba".

Angela Zgabay-Zgarba, CTPM, CTCM  
Contracts Administrator