



**ADVERTISING SERVICES RFP  
REFERENCE CHECK QUESTIONNAIRE**

The Texas Lottery Commission (TLC) has issued a Request for Proposals for Advertising Services and is currently evaluating proposals and checking vendor references. Your name was provided as a reference for **TM Advertising (referred to as “Agency”)**. Please complete and return this questionnaire to Angela Zgabay-Zgarba, Contracts Administrator, @ [angela.zgarba@lottery.state.tx.us](mailto:angela.zgarba@lottery.state.tx.us) or by fax to (512) 344-5444 by **4:00 p.m. CST on Monday, April 16, 2012.**

**Please provide the following:**

Company Name: \_\_\_\_\_ Supermedia, LLC \_\_\_\_\_

Contact Name: \_\_\_\_\_ Mat Stover \_\_\_\_\_

Phone number: \_\_\_\_\_ 972-453-6938 \_\_\_\_\_

**For questions 1 and 2, please use the scale below when making your assessment.**

1 = Did not meet requirements

4 = Satisfactory

7 = Exceeded Requirements

1      2      3      4      5      6      7

1. Please rate the Agency’s performance in the following areas:

1.a. Media Planning

Choose one: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

1.b. Media Buying

Choose one: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

**For questions 1 and 2, please use the scale below when making your assessment.**

1 = Did not meet requirements

4 = Satisfactory

7 = Exceeded Requirements

1      2      3      4      5      6      7

1.c. Creative

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

1.d. Account Services

Choose One: 1 2 3 4 5 6 **7** N/A

PLEASE COMMENT

1.e. Research

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

1.f. Digital

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

2. Please rate the Agency's performance in the following categories:

2.a. Customer service

Choose One: 1 2 3 4 5 6 **7** N/A

PLEASE COMMENT

For questions 1 and 2, please use the scale below when making your assessment.

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7 = Exceeded Requirements

1      2      3      4      5      6      7

2.b. Ability to resolve problems

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

2.c. Adherence to timelines

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

2.d. Overall performance

Choose One: 1 2 3 4 5 **6** 7 N/A

PLEASE COMMENT

3. Would you hire this Agency again? Please circle **Yes** No

Why? Why not?

4. May we contact you with follow-up questions?

Yes

Thank you.