**ADDENDUM 1**

DATE: February 28, 2018

PROJECT: Direct Mail Program Services

RFP NO: 744-R1809

OWNER: The University of Texas Health Science Center at Houston

TO: Prospective Proposers

This Addendum forms part of and modifies Proposal Documents dated, February 7, 2018, with amendments and additions noted below.

The following questions were submitted before the deadline. The responses are in red.

1. Is the blue signature line on the letter variable or will it be consistent throughout the printing?

The blue signature line will be consistent with each mailing segment.

1. Extent of creative direction in scope of the RFP (5.3.9) - what strategic design decision are you looking for a vendor to provide?

Creative direction: ability to share examples and knowledge of industry standards for guidance on successful communications.

1. What information you need on paper and inks (5.3.11) when these are specified in 5.2.3?

Paper, ink, etc. – we are looking for basic paper, ink, etc. for a general mailing (i.e. 8.5 x 14 letter with perf).

1. I am also missing appendix one and two.

Appendix 1 starts on page 17 of the RFP document; appendix 2 is on the Bid Opportunities website. Be sure to hit the plus sign next to ‘Chevonne Thornton’ for this project.

**END OF ADDENDUM 1**