



REQUEST FOR QUOTATION
*******THIS IS NOT AN ORDER *******

VENDOR NAME: _____

ADDRESS: _____

CONTACT PERSON _____ **EMAIL** _____ **PHONE** _____

STATEMENT OF WORK

Public Relations Software-Criteria

MEDIA DATABASE

1. How often is journalists' contact info updated?
2. Is an update date displayed when the journalists' contact info is updated?
3. What tools do you use to maintain your database and support database accuracy?
4. How many journalists and media outlets do you cover? (approximate OK)
5. Can journalists utilize and add to their profiles, and can they be used as portfolios of their work, showing what they like to cover, don't cover, and how they liked to be pitched?
6. Do you have a tool that analyzes how journalists share articles on Twitter, by finding links that are shared by the journalist, and then pitch to those journalists who are linked?
7. Do you show Twitter feeds on your journalist profiles, and can it be incorporated on reporting and alerting?
8. Do you show Facebook feeds for the public share, and can it be incorporated on reporting and alerting?
9. Do you show Pinterest feeds for the public share, and can it be incorporated on reporting and alerting?
10. Does the platform allow more than one concomitant user, or will it boot one user off after the licenses are maxed while they are being used?
11. Does the database include bloggers?
12. Is there a simple CRM so that notes can be appended to a contact and communications can be established with journalists?
13. What kind of collaborative tools do you have to share media lists/coverage reports?

DISTRIBUTION PLATFORM

1. How many emails can I send in one distribution?
2. How many emails can I send in one month?
3. Can I include attachments in emails?
4. Does the platform offer a native wire service? If so, who is the provider and what packages are available?
5. Do you offer a seamless connection to TVEyes on your platform? If so, what is the cost to provide this?
6. Do you pull unique visitors per month (UVM) metrics and if so, how?
7. Can you send customized pitches at scale, or only one-off customized messages or blank, mass distributions pitches?
8. How many alerts do you allow?
9. Is bulk import and export included for media contacts? How much do you allow?
10. How many coverage reports do you allow?
11. How many coverage comparison reports do you allow in one single report?

ANALYTICS PLATFORM

1. How many clients/topics/folders/keywords can I track?
2. What is the frequency and customizability of media monitoring notifications?

USER EXPERIENCE

1. How attractive would you say your customers say your interface is on a scale of 1-10?
2. On a scale of 1-10, how would you rate your layout and ease of navigation?
3. What is your platform speed with regard to navigating, page loading, and feature loading?

CUSTOMER SUPPORT

1. What methods of customer support do you use that is included with the contract (i.e., in-app email, chat, act.)?
2. What is the response time if we have an issue with your product?
3. How many customer support team members do you have on your staff?
4. Do you have a dedicated Account Manager to help with on-boarding, lead strategy sessions, best practices, etc.?

GENERAL

1. Are there any pending updates or overhauls in process we should know about?
2. What does your platform do better than the competition?
3. What does your competition do better than you?
4. **RUN A SEARCH/REPORT** for the following to check for accuracy and number of results included:

- a. Search these journalists, and send us their profiles:
 - 1) Anemona Hartocollis, New York Times
 - 2) Nick Anderson, The Washington Post
 - 3) Dan Berrett, The Chronicle of Higher Education
 - 4) Chrissie Thompson, USA Today
 - 5) Melissa Korn, The Wall Street Journal
- b. Search our industry beat (higher education)
- c. Search San Diego local geography
- d. If possible, replicate any critical analytics reports, based on USD Athletics, to confirm availability and accuracy.

PRICING

- 1. How many seats are included in the prices?
- 2. What is your cost for the Media Database + Email Platform? (Please use attached price sheet to submit this data)
- 3. List any add-on features not included in product.



PRICE SHEET

ALL PRICING MUST BE HELD FIRM FOR 90 DAYS

DESCRIPTION	QUANTITY	UNIT OF MEASURE	PRICE PER UNIT	TOTAL
			TOTAL	\$