

# **CEDAR TREE ACADEMY PUBLIC CHARTER SCHOOL**

## **REQUEST FOR PROPOSALS (RFP)**

### **Advertising & Media Buying Services**

**RFP Issue Date:** March 13, 2026

**Proposal Due Date:** April 13, 2026

**Point of Contact:**

LaTonya Henderson

Cedar Tree Academy PCS

Email: [lhenderson@cedartree-dc.org](mailto:lhenderson@cedartree-dc.org)

Subject Line: *RFP – Advertising & Media Buying Services*

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## **1. INTRODUCTION**

Cedar Tree Academy Public Charter School (PCS), an independent Local Education Agency (LEA) in the District of Columbia, is seeking proposals from qualified firms to provide comprehensive advertising and media buying services. The selected vendor will assist the school in increasing community awareness, student recruitment, and public engagement through strategic placement of advertisements across public transportation and other media platforms.

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## **2. OBJECTIVE**

The objective of this RFP is to secure a vendor that can:

- Strategically plan and purchase advertising placements
  - Manage media buying across DC Metro buses, transit stops, and bus shelters
  - Coordinate radio advertising placements within the District of Columbia metropolitan area
  - Recommend and execute complementary media strategies (digital, print, or community-based media)
  - Provide performance tracking and reporting
  - Ensure compliance with WMATA and District advertising regulations
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### **3. SCOPE OF SERVICES**

The selected vendor shall provide, at minimum, the following services:

#### **A. Media Planning & Strategy**

- Develop an annual advertising strategy aligned with student recruitment goals
- Identify target audiences and optimal geographic zones
- Provide recommended campaign timelines
- Advise on media mix and budget allocation

#### **B. Transit Advertising**

- Secure placements on:
  - DC Metro buses (interior and exterior)
  - DC bus shelters
  - Transit stops and station advertising panels
- Coordinate artwork specifications and ensure compliance with WMATA standards
- Manage posting schedules and proof-of-performance documentation

#### **C. Radio Advertising**

- Secure advertising spots on DC-area radio stations
- Negotiate rates and frequency
- Coordinate script production (if applicable)
- Provide airtime affidavits and reporting

#### **D. Additional Media (Optional but Preferred)**

- Digital display advertising
- Streaming radio or digital audio placements
- Social media ad placement
- Community newspaper advertising
- Outdoor billboard advertising (if applicable)

#### **E. Creative & Production Support (If Applicable)**

- Graphic design support
- Ad resizing and formatting for transit specifications
- Radio scriptwriting and production coordination

#### **F. Reporting & Performance Metrics**

- Monthly reporting on placement and impressions
  - Recommendations for optimization
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#### **4. VENDOR QUALIFICATIONS**

Vendors must demonstrate:

- Experience placing advertising with WMATA and/or DC-area transit systems
  - Established relationships with DC radio stations and local media outlets
  - Proven media buying and rate negotiation experience
  - Knowledge of District advertising compliance requirements
  - Experience working with public agencies, schools, or nonprofits (preferred)
  - Strong financial management and reporting capabilities
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#### **5. PROPOSAL REQUIREMENTS**

Proposals must include:

1. Company Overview and Years in Operation
2. Relevant Experience (particularly transit and radio campaigns)
3. Proposed Media Strategy for Cedar Tree Academy PCS
4. Sample Campaign Timeline
5. Pricing Structure (fees, commission structure, markups, etc.)
6. Estimated Media Rate Sheets (if available)
7. Reporting Capabilities
8. References (minimum of three)

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## 6. EVALUATION CRITERIA (100 POINTS TOTAL)

Proposals will be evaluated using the following weighted criteria:

<b>Evaluation Criteria</b>	<b>Maximum Points</b>
Relevant Experience & Past Performance	25
Quality of Proposed Strategy	25
Cost Effectiveness & Value	20
Knowledge of DC Transit & Media Market	15
Reporting & Accountability Measures	10
References	5
<b>Total Possible Points</b>	<b>100</b>

Cedar Tree Academy PCS reserves the right to conduct interviews or request presentations from top-ranked firms.

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## 7. TERM OF CONTRACT

The anticipated contract term will be one (1) year, with the option to renew for additional one-year terms based on performance and funding availability.

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## 8. DC PUBLIC CHARTER SCHOOL PROCUREMENT COMPLIANCE

This procurement is conducted in accordance with applicable District of Columbia public charter school procurement standards. Cedar Tree Academy PCS operates as an independent Local Education Agency (LEA) and follows applicable federal and District regulations, including 2 CFR §200 (Uniform Guidance) where federal funds may be utilized.

All vendors must:

- Comply with all applicable District and federal laws
- Maintain appropriate business licensure in the District of Columbia

- Provide proof of insurance upon request
- Certify compliance with non-discrimination requirements
- Disclose any conflicts of interest

Cedar Tree Academy PCS reserves the right to reject any or all proposals, waive minor irregularities, and cancel this solicitation if deemed in the best interest of the school.

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## **9. SUBMISSION INSTRUCTIONS**

Proposals must be submitted electronically in PDF format to:

LaTonya Henderson

Email: [lhenderson@cedartree-dc.org](mailto:lhenderson@cedartree-dc.org)

Subject Line: *RFP – Advertising & Media Buying Services*

Proposals must be received no later than April 13, 2026 at 4PM.

Late submissions will not be accepted.

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## **PUBLIC NOTICE – NEWSPAPER ADVERTISEMENT**

### **REQUEST FOR PROPOSALS**

Cedar Tree Academy Public Charter School (PCS) is soliciting proposals from qualified firms to provide advertising and media buying services, including placement on DC Metro buses, transit stops, bus shelters, radio, and related media platforms.

Interested vendors may obtain the full RFP at: [www.cedartree-dc.org](http://www.cedartree-dc.org)

Response to the proposal and questions can be emailed to: LaTonya Henderson

Email: [lhenderson@cedartree-dc.org](mailto:lhenderson@cedartree-dc.org)

Proposals are due by April 13, 2026, at 4:00PM

Cedar Tree Academy PCS reserves the right to reject any or all proposals and to waive informalities in accordance with applicable procurement regulations.

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