

Technical Criterion	Weight		Score
Capacity <ul style="list-style-type: none"> • Experience in creation and execution of advertising/marketing campaigns on a tight deadline • History of successfully managing other State and/or Federal contracts and grants, specifically in the Public Health area of expertise. 	4	Rating (0-5)	40 Total Possible
Organization <ul style="list-style-type: none"> • Ability to provide a tiered or scalable bid that allows State to choose from a menu of options based on available resources (i.e., 2 PSAs versus 4) 	4	Rating (0-5)	20 Total Possible
Subject Knowledge <ul style="list-style-type: none"> • Experience with approaches for disability awareness/public health that are non-stigmatizing. • Experience with content related to mental illness and/or addiction. 	2	Rating (0-5)	20 Total Possible
Creativity <ul style="list-style-type: none"> • Ideas for generating awareness beyond the initial May launch. 	2	Rating (0-5)	10 Total Possible
Total Technical Score			90 Possible