



P.O. Box 6245  
West Palm Beach, FL 33405  
(561) 688-3960 office  
(561) 329-9664 mobile

## **Request for Quote (RFQ 2026\_07\_003) Radio Advertising**

**Issue Date: July 21, 2026**

**Response Deadline: July 31, 2026**

### **1. Overview**

Crime Stoppers of Palm Beach County (CSPBC), a not-for-profit organization, is seeking quotes for radio advertising. The goal is to enhance community engagement, increase visibility of the CSPBC tip platforms, and support crime prevention initiatives through targeted and consistent media presence.

### **2. Scope of Services**

The selected firm will be responsible for providing the following services:

- Provide on-air radio advertising for Traffic Center sponsorship.
- Geographic Coverage Area: Palm Beach County
- Time Period: August 1, 2026 ~ June 30, 2027
- Include audio production of ads.
- Minimum of 20 ads per week to run during am/pm weekday rush hour and other times as available on responder's schedule.
- Station Demographics:
  - Contemporary format
  - Adults 18-65 age range
  - at least 50% male listenership
  - with a total listenership of at least 100,000 per month

### **3. Vendor Qualifications**

Vendors should demonstrate:

- Proven experience managing nonprofit, civic, or community-oriented media
- Vendor must be legally authorized to conduct business in Florida and must demonstrate the ability to provide media coverage within Palm Beach County.
- Company must have a minimum of three years' experience in the television/digital media marketing industry.

### **4. Period of Performance**

- The anticipated contract period is August 1, 2026 through June 30, 2027. Vendors should clearly identify any proposed production period and the dates during which advertising will run.
- The contract is cancellable at any time with 30 days written notice by either party, without penalty.

## 5. Submission Requirements

Please include the following in your response:

- Company overview and contact information.
- Itemized pricing (a monthly fee structure is preferred) including talent, production and any optional service add-ons.
- Station demographics.
- Describe ad air days/times, duration of ad and number of weeks ad will run.
- Examples of previous relevant work, especially other non-profit projects.
- Note any goods or services that will be donated to the organization as part of this quote and the market value of such items.

## 6. Submission Instructions

**All responses must be submitted by July 31, 2026 via email to:**

**Angela Barnard**

**Email: [angela@crimestopperspb.com](mailto:angela@crimestopperspb.com)**

**Questions should be addressed to [angela@crimestopperspb.com](mailto:angela@crimestopperspb.com).**

Responders assume the risk for the method of delivery chosen. Crime Stoppers of Palm Beach County, Inc. assumes no responsibility for delays caused by any delivery service or for problems with responder's email.

Crime Stoppers of Palm Beach County, Inc. reserves the right at its sole discretion to reject any or all quotes prior to the execution of a contract. This *Request for Quote (RFQ)* does not obligate Crime Stoppers of Palm Beach County, Inc. to contract for the services specified herein. The final selection, if any, will be the responder that in the opinion of Crime Stoppers of Palm Beach County, Inc. offers the best value based on the requirements set forth in the *RFQ*, is in the best interest of the organization and is in compliance with regulations of the Florida Department of Financial Services. Crime Stoppers of Palm Beach County, Inc. is not obligated to select the lowest price quote. Crime Stoppers of Palm Beach County, Inc. shall not be responsible for any costs associated with a responder's preparation of a response to the *RFQ*.