



P.O. Box 6245 ● West Palm Beach ● Florida ● 33405

Request for Quote (RFQ 2026_07_002) - Television/Streaming/Digital Advertising Services

Issue Date: July 21, 2026

Response Deadline: July 31, 2026

1. Introduction

Crime Stoppers of Palm Beach County (CSPBC), a non-profit organization, is seeking quotes from qualified vendors for comprehensive television and digital advertising services to promote its anonymous tip reporting program. The goal is to enhance community engagement, increase visibility of the CSPBC tip platforms, and support crime prevention initiatives through targeted and consistent presence.

CSPBC anticipates a maximum available budget of \$60,000, inclusive of media placement, production, account management, talent and all other fees.

2. Scope of Services

2.1 Broadcast Television Commercials

- Provide a minimum of fifty-five (55) on-air commercials.
- The proposed media plan must provide broad coverage throughout Palm Beach County using broadcast television, cable, connected television or other television-based platforms. Vendors should explain how the proposed mix reaches the target audience.
- Include design/production of all commercials.
- Overnight, remnant or preemptible inventory should be identified separately and may not be counted toward the minimum requirement unless approved by CSPBC.

2.2 Streaming Impressions

- Minimum of 25,000 streaming impressions per month via cable TV platforms.
- Streaming must target adult audiences within Palm Beach County.

2.3 Digital Advertising

- Placement of digital ad(s) promoting Crime Stoppers.
- Ad must appear on the crime page of a local television station's website or digital property.
- Provide monthly reporting showing impressions, clicks, click-through rate, video completion rate, geographic delivery and other available performance metrics.

3. Vendor Qualifications

- 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

- Company overview and contact information
- Media plan:
 - Station/platform
 - Number of placements
 - Spot length
 - Daypart
 - Estimated impressions
 - Geographic target
 - Monthly cost
 - Production cost
 - Added value placements, interviews, community-affairs segment or editorial opportunity
- Itemized pricing and any optional service add-ons
- 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.

Proposals will be evaluated based on the following criteria:

- Compliance with scope of services
- Quality and reach of proposed media placements
- Experience with similar public awareness campaigns
- Cost-effectiveness of proposed services

6. Submission Instructions

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

Angela Barnard

Email: angela@crimestopperspbcc.com

Questions should be addressed to angela@crimestopperspbcc.com.

7. Terms

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. best meets 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 RFQ.

In submitting a response to this RFQ, the responder agrees to accept the terms set forth in the RFQ.