

DEPARTAMENTO DE
SALUD



Puerto Rico Department of
Health Recertification
Publicity Campaign Request
for Proposal (RFP)

2023-PRMP-RPC-008

October 26, 2023

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November 6, 2023

Elizabeth Otero Martínez
PR Department of Health
Medicaid Program
268 Luis Muñoz Rivera Ave.
World Plaza-12th floor (Suite 12)
San Juan, PR 00918

RE: Notice of Intent to Respond

Dear Mrs. Otero Martínez,

I am writing to express our company's intent to respond to the Request for Proposal (RFP) titled "**Recertification Publicity Campaign; 2023-PRMP-RPC-008**" which was released to public on October 27, 2023.

Please find the necessary details below:

| | |
|-------------------------|---|
| Business Name: | GFR Media LLC/Out of Home Media LLC |
| State of Incorporation: | Puerto Rico |
| Contact Person: | Javier Vidal Pacheco, Commercial VP |
| Proposal Developed by: | GFR Media LLC/Out of Home Media LLC |
| Mailing Address: | PO Box 9227512, San Juan, PR 00922-7512 |
| Telephone Number: | (787) 354-8539 |
| Office Number: | (787) 641-8000 |
| Email Address: | javier.vidal@gfrmedia.com |

We will continue to monitor the official posting site of the RFP for any amendments or notifications that are posted. We look forward to the potential of working together.

Best Regards,



Javier Vidal
Commercial Vice President
GFR Media Production, LLC
T: (787) 354-8539
E: javier.vidal@gfrmedia.com

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I. Company background:

GFR Media is a media and content producing company providing audience-centric, intelligence-driven solutions, powered by the reach of the leading print and digital platforms in Puerto Rico, *El Nuevo Día* and *Primera Hora*. Over the years we have continued to develop more products and services, leading us to a leadership position in content creation, audience solutions and innovation for the benefit of Puerto Ricans.

We connect our clients with an estimated audience of 4.6 million monthly unique users¹ and reach more than 601k people daily². All our marketing solutions are audience-focused so that the advertiser achieves greater engagement with their audiences, as well as conversion rates and sales objectives.

GFR Media, previously *El Día, Inc.*, was born on September 14, 2011, integrating the *El Nuevo Día* and *Primera Hora* brands, as well as several digital platforms and regional



editions, becoming the largest communications company on the island. Over the years we have continued to develop and implement more



products and services, positioning us as the leading company in Puerto Rico in content creation, audience solutions and innovation.

A multi-decade legacy of publishing the most influential Spanish language newspapers in the United States, Puerto Rico's #1 and #2 publications, GFR Media has the broadest audience reach and engagement in the Island, throughout its digital touchpoints and brands.

We accomplish great brand recognition and reach throughout our diverse media portfolio where we reach diverse audiences at all stages of the conversion funnel. We maximize our clients investment with advertising initiatives on our platforms – print, digital, billboards, events, promotions, eblasts, just to name a few. Our brands connect with different audience segments, giving you the opportunity for greater reach according to the needs

¹ Data from Google Analytics January to July 2023

² According to continuous measurement study by Medios Gaither International, MBP. Date 2023, January to July

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and objectives of your campaign. Communicate your message effectively and strategically using the offering and audience that best suits your needs. Examples of our media portfolio solutions can be clearly visualized in the following diagram:



- **Digital platforms**

GFR Media has two local news brands with the most visited platforms in Puerto Rico and a wide variety of formats to sponsor you: apps, fan pages and video content, among others. We reach the consumer through messaging via computers, tablets and mobile devices. Reach your audience directly through segmented email campaigns. We have the customer base and tools to measure the success of your campaign and reach different types of audiences according to the needs of your business.

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- **Events and experiential marketing**

We create and execute ideas that drive purchase intention and amplify your brand message. In addition, we have a promotional force capable of going out into the streets every day to carry out sampling and distribute information materials every day of the week, anywhere on the Island.

- **Data intelligence and analytics**

All our content is measured and analyzed based on the behavior and consumption of the audience. By observing behaviors, page views, number of clicks and interactions and other metrics, we gain greater knowledge about what your audience's interests are and how we can speak to them.

- **Social media advertising**

This channel is increasingly gaining popularity due to its cost efficiency and the possibility of reaching 90% of consumers with smartphones who are active on a social network.

- **Content Marketing**

Through BrandStudio, we provide a complete solution with creation and distribution capabilities in print, digital, events and programmatic distribution.

- **Push notifications and mass alerts**

They can be used to promote a product or service, invite subscriptions, or report an important event.

- **Printed newspapers**

El Nuevo Día is the only paid newspaper in PR with home delivery distribution, having the greatest reach in Puerto Rico, while Primera Hora is the number one free distribution newspaper on the Island.

- **Out of Home Media (Billboards & indoor advertising)**

We have more than 67 digital screen billboards located on high-traffic and high-visibility roads that allow you to obtain greater reach when integrated into a multi-platform

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solution from GFR Media.

II. Business experience and evolution:

GFR Media, a family owned business, is the largest communications and media group in Puerto Rico. Their brands are market leaders in the country and the main source of relevant information in the island. The wide array of communications and media outlets include, but is not limited to printed and digital newspapers, outdoor advertising (billboards), mailing and telemarketing services, experiential marketing promotions and events, along with content creation and distribution.

For more that 50 years the company has been constantly evolving to provide its clients the best platform from where to launch their message, so that it reaches the specific audience intended in a customized way.

As the transition from printed media to digital channels has stormed the market in the past couple of years, GFR Media made the strategic decision to create the equivalent online version of their printed products, including their flagship media giant, newspaper El Nuevo Día.

Along with these rapidly evolving market trends, data access and operations visibility was facing a great challenge on how to capture and segregate data that would allow the company to maximize the potential of said information for the benefit of its clients. To face these challenges, GFR Media believed that an important piece of the solution relied on the data that they already have collected. Therefore, a data driven solution was necessary to obtain valuable insights that could help them improve customer service, increase customer retention, improve cross and up-selling opportunities and better capture the online customer behaviors, while at the same time improve the productivity of their staff.

The company responded to this challenges by building a large integrated database feeding data from close to 40 sources of internal and external information, such as financial, sales, social networks, circulation, supply chain management, promotions, events, digital services, social media, among others. In addition, an analytics and collaborative layer was built to provide insights and the communication functionality to keep the teams working

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in-sync.

All this technological evolution and implementation of new digital strategies has allowed GFR Media to create a very robust database, which allows users to have at their disposal a communications platform properly segmented and focused on each of the audiences that the client is interested in reaching. These analytic solutions substantially help GFR Media implement data-driven strategies to innovate, compete, and capture value toward and end goal: provide clients integral and tailored information to better serve their advertising strategies.

In turn, all of the GFR Media related companies benefit from this technological evolution, having at their disposal an unparalleled array of tools that will allow the client companies better communications to its end users.

III. Issue at stake:

Increasing awareness & participation in the recertification process

Puerto Rico is in the midst of a significant crisis in the public health system, particularly in the Medicaid recertification process, a crucial federal program for low-income populations. With eligibility now extended to 100% of the poverty level, the program's potential reach is broader than ever, and the need for flawless execution in the recertification process is imperative.

Despite the vital importance of the program, the recertification process has experienced enormous challenges. Since its reactivation in April, it has validated 196,475 individuals as eligible but has excluded 185,330. Of those excluded, 170,000 did not attend their eligibility appointments, revealing a severe flaw in the notification and education system. Surprisingly, the majority who did not attend are individuals between 20 and 49 years old, a segment of the population in their prime productive and reproductive years.

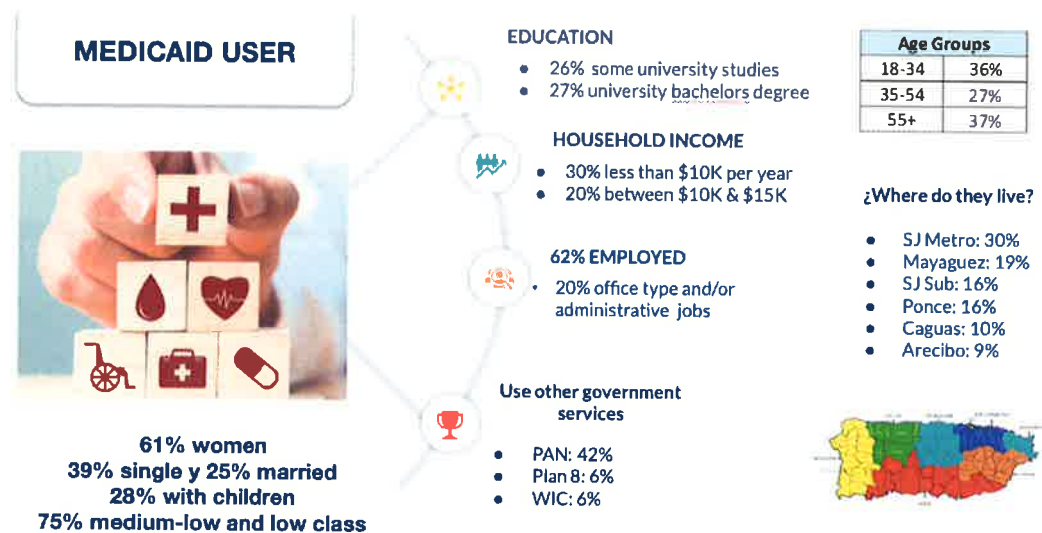
The current system has faced significant difficulties in properly notifying and educating beneficiaries of Plan Vital and Medicare Platino about their appointments and the recertification requirements. The recent notification process, which includes sending letters, emails, and phone calls, has proven ineffective, leading to many no-shows and

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exclusions from the program.

The lack of an effective recertification process leaves thousands without access to essential health services, impacting their well-being and quality of life. Additionally, the lack of proper education and guidance in the recertification process has generated confusion and frustration among beneficiaries, resulting in distrust and disillusionment with the public health system.



Addressing the critical issues in the Medicaid recertification process is urgent to ensure continuous access to vital health services for Puerto Rico's most vulnerable populations. The magnitude of the problem demands an integral and multifaceted solution that addresses communication, education, and compliance challenges to achieve successful recertification and keep beneficiaries informed, engaged, and covered.

IV. Key Solutions to achieve the goal:

In response to RFP #2023-PRMP-RPC-008, GFR Media and its related entities propose an integral and strategic solution to support the recertification process for all Medicaid beneficiaries in Puerto Rico before March 30, 2024.

Our goal is to develop and implement innovative outreach and educational advertising campaigns and strategies, combined with advanced technologies and the effectiveness of live events, to maximize effective participation and the renewal of beneficiaries in their

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recertification processes.

In addressing the critical challenges that Puerto Rico faces in the Medicaid recertification process, GFR Media proposes a multifaceted and strategic approach designed to rectify the deficiencies in the current system and ensure the seamless inclusion of all eligible beneficiaries. The essence of our approach lies in our commitment to innovation, quality, and a deep understanding of the needs of Medicaid beneficiaries. We believe in creating lasting solutions that are efficient and empathetic solutions, considering each individual's unique circumstances within the framework of broader societal needs. Below, we detail the critical solutions that form the core of our comprehensive strategy, aimed at transforming the recertification process and enhancing the overall effectiveness of Puerto Rico's Medicaid Program:

- Educational and Advertising Strategies: Using our 50+ years of advertising experience, along with all the capabilities of GFR Media, we will implement educational and advertising campaigns to inform and guide beneficiaries about the recertification process, maximizing reach through events, activations, printed and digital media, out of home advertising (billboards), telemarketing and mailing efforts and social media, all supported and enhanced by our digital platforms.
- Guidance Centers: We will direct potential beneficiaries to the established enrollment centers across the island where beneficiaries will receive personalized assistance to comply with the recertification process.
- Qualified Personnel: We will closely collaborate with Medicaid to coordinate visits to registration offices with PRMP trained personnel, ensuring the delivery of the highest quality services to beneficiaries.
- Technological Innovation: We will provide advanced technical solutions, including appointment management, proactive reminders via telephony (IVR), text message notifications, and appointment tracking through mobile applications for a smooth and modern user experience.

We are committed to offering the highest quality services, ensuring compliance with all local and federal regulations. Our proposal integrates innovative approaches and practical

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solutions to overcome any challenge, providing complete and adequate support to each beneficiary during their recertification process.

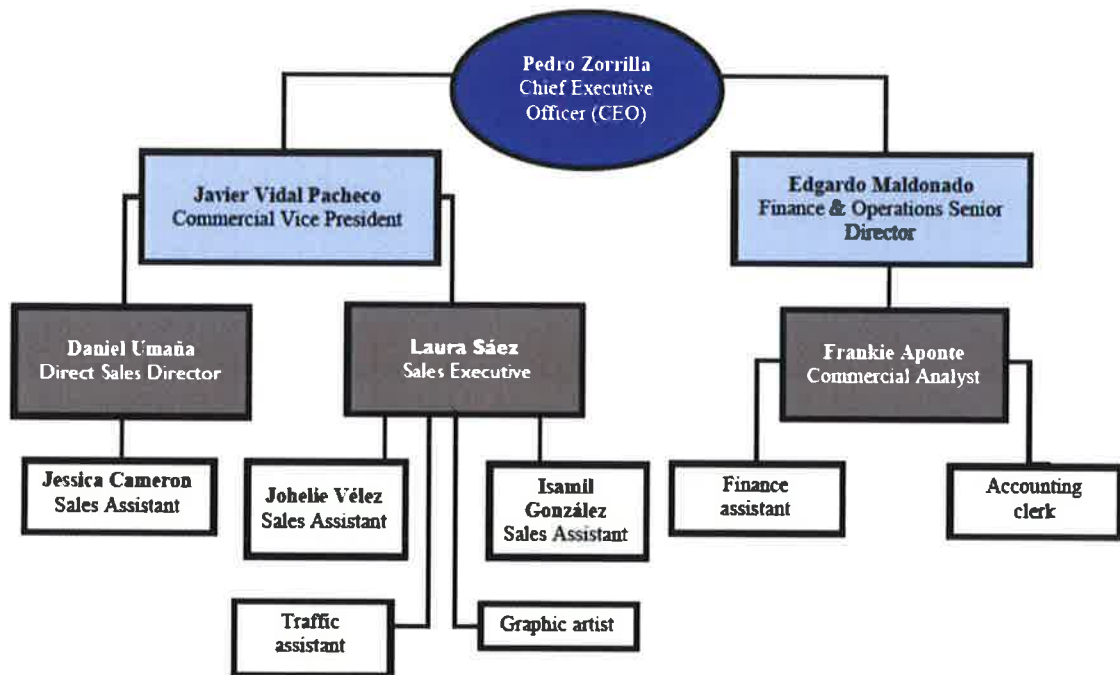
We are prepared to adapt to the changing needs of PRMP and to collaborate in creating models of bi-weekly reports that accurately and transparently reflect the project's progress.

Faced with current challenges, our proposal emerges as a bastion of innovation, experience, and human commitment. We seek to establish trust and support, ensuring that each beneficiary maintains access to essential health services. We are ready to embark on this transformative journey, demonstrating that our approach and skills meet the needs of RFP #2023-PRMP-RPC-008 and raise the standard of excellence in the recertification process of Puerto Rico's Medicaid Program.

We are excited about the possibility of collaborating with PRMP. We are ready to start immediately, demonstrating that our vision and capabilities are the right ones to carry out this transformative initiative successfully and efficiently.

V. Organizational Chart and Management Team:

A. Organizational chart:



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B. Meet our management team:

1. **Pedro Zorrilla, CEO:** With a career spanning more than two decades in the field of event production, Pedro joins GFR Media in 2019 as chief executive officer of eMotions, the company's experience and event production agency. His career includes experiences in the banking and automotive industries, before launching himself as an entrepreneur to create several companies (TSHP, La Marketa & Co), as well as managing projects related to the production of mass events both in Puerto Rico and in key markets in the United States. Some of these include: El Mercado Urbano, Ventana al Jazz and PR Open, among many others. Pedro is recognized for his ability to create alliances with leaders from different sectors, and his contribution to social responsibility initiatives in support of Puerto Rican children. Graduated from St. Joseph's University, since 2015 Pedro has worked as a professor of event production at the Universidad del Sagrado Corazón.
2. **Javier Vidal Pacheco, Commercial VP:** Javier has a career of more than 20 years in the sales industry, and as part of GFR Media. In the last five years he has been in charge of leading the company's strategic diversification projects, including the "Out of Home" brands (billboards), the educational services division and the innovation division. He is recognized for his creativity, analytical ability and financial knowledge. Javier is a graduate of the UPR-Río Piedras with a bachelor's degree in Economics and Finance; He has been a member of several boards of directors and non-profit organizations dedicated to helping youth in Puerto Rico.
3. **Edgardo Maldonado, CPA, Finance & Operations Senior Director:** with more than 26 years in management accounting in manufacturing, industrial distribution, commercial printing, and currently in the media as part of GFR Media. In the last 10 years he has led the accounting and financial planning team of most of the operational units of the Ferré Rangel Group. Edgardo is a Certified Public Accountant and has a bachelor's degree from the University of Puerto Rico in Business Administration – Accounting. His contributions and performances

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with the greatest impact are financial planning, development of new business strategies and valuations.

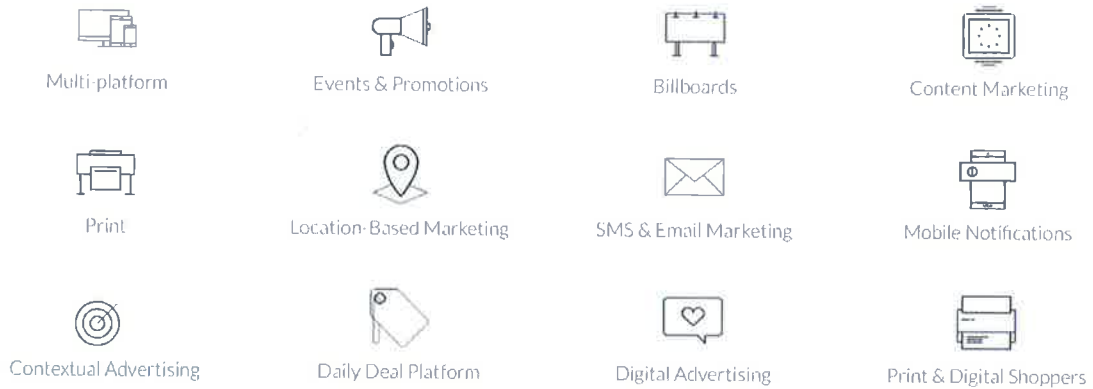
4. **Ing. Daniel Umaña, MBA, Direct Sales Director:** with more than 25 years of experience in the media industry, Daniel is an expert in leading sales teams of more than 100 sellers, specializing in areas such as classifieds, commercial print and e-commerce. Noted for his creativity and adaptability in a constantly changing industry. For 13 years, he has been leading successful strategies at GFR Media with a Multimedia and innovative approach, and his ability to lead teams to success makes him a valuable asset for any company seeking to stand out in a competitive and constantly evolving market. He has worked in different countries such as Venezuela, Colombia, Ecuador and Puerto Rico giving him a global vision of the media business.
5. **Frankie Aponte, Commercial analyst:** with more than 8 years of experience in preparing, managing and measuring budgets for GFR Media. Over the years, he has participated in, and led the financial measurement of new and existing businesses that have been key to the company's decision making. Frankie is recognized for his assertive management and financial knowledge. During the last two years he has worked as a commercial analyst where he has been in charge of measuring the results of the sales team and new commercial strategies. He graduated from the Universidad del Sagrado Corazón with a bachelor's degree in Finance and a master's degree in business administration (MBA) from the University of Puerto Rico. He also has a history of volunteer service spanning more than three years. Where he has collaborated in the management of federal funds and offered volunteer service for low-income communities through programs such as AmeriCorps Vista.
6. **Laura Sáez Beniquez, Sales Executive:** with over 15 years of sales experience in various industries, Laura is a seasoned professional with a deep understanding of the sales industry. Her skills go beyond simply pitching a product; she excels at building and nurturing relationships with clients, understanding their unique needs, and offering tailored solutions to accomplish

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goals. Moreover, as an experienced saleswoman, she is a proactive and adaptable problem-solver, continually staying updated on market trends and adjusting sales strategies to meet changing customer demands and necessities. Her track record of consistently meeting and exceeding targets speaks to her expertise in the constantly changing world of sales.

VI. Available media outlets: A 360° solution to achieve recertification goals



A. Newspapers: GFR Media operates the two leading newspapers in Puerto Rico, El Nuevo Día & Primera Hora. The company also operates a robust digital component with presence and leadership in desktop, mobile and social networks. GFR Media has also diversified its media offer in printing and digital platforms, events and experiences, outdoor advertising (billboards) and telemarketing, providing clients with the possibility of working on new combined opportunities to achieve the greatest possible reach. The printed newspapers of both brands, along with their digital platforms, directly impact around 1.8 million people, equivalent to 67.3% of the population of Puerto Rico.

I. El Nuevo Día: El Nuevo Día is characterized by its extensive news coverage, including: investigative topics, in-depth interviews, multiple perspectives, opinion and entertainment. It is the reference point for what happens on the island and in the world; helps audiences understand, form opinions to make decisions. It also has several thematic magazines that have set standards in the industry in Puerto Rico. El Nuevo Día is a medium that helps build the country, while serving as a forum of ideas, transmitting the democratic and cultural values that help forge a

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more just society. El Nuevo Día empowers our readers with the most complete, validated and useful information in each interaction, guided by the commitment to enrich the lives of Puerto Ricans. One of its most important assets is the quality of its editorial team, whose journalistic work has been recognized locally and internationally. Its purpose is to provide data and analysis to round out the information, so that the audience can come to their own opinions. These conversations occur in different formats, from the printed column to video interviews and podcasts. To complement these views, the editorial team invites seasonal commentators who address different topics. El Nuevo Día is the record newspaper in Puerto Rico, being the only newspaper with home delivery and print distribution on weekends. El Nuevo Día is the preferred newspaper over any other newspaper, supported by its daily national circulation. Likewise, El Nuevo Día is the most trafficked digital news platform in Puerto Rico, as well as among Puerto Rican communities in the diaspora.

- 2. Primera Hora:** For more than two decades, Primera Hora has broken the mold of traditional journalism on the island, inserting itself into current events from a very close perspective to local audiences. In Primera Hora, the news is communicated in colloquial language, in a colorful way – it was the first newspaper in Puerto Rico to use four colors beyond the cover. Publishing since 1997, Primera Hora has been offering news with a local perspective, framed in the community, for more than 20 years. From the beginning, the newspaper's style resonated with consumers who until then received their information through other media – radio or television. In 2017, Primera Hora changed its business model to be a free newspaper with strategic distribution throughout the island – at traffic lights, medical offices and establishments. The free newspaper seeks to inform, educate and entertain in a responsible, concise and simple manner in order to serve Puerto Ricans. Primera Hora's stories are shorter and focused on the towns and communities of Puerto Rico without losing their sense of topicality or their commitment to the country. Its variety of news content stands out as well as its strong connection with the town and the community. Among its columnists, it has

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media personalities considered influencers due to their volume of followers on social networks. Primera Hora is the leading free street newspaper with a primary distribution of over 90 promoters and over 2,900 establishments. Its digital news platform is the favorite within the ages 18 to 34 segment, and is the second digital news platform with the highest traffic, only behind its sister newspaper, El Nuevo Día.

B. Printing services: 500,000 copies of an educational 8-page insert that will be part of a special distribution during the launching campaign, including all the information that the PRMP will want to share with the Medicaid program eligible beneficiaries. This insert will include information to guide eligible beneficiaries through the process of determining eligibility, completing paperwork, filing the registration and following up on the status of their case. This educational insert will have all the necessary information to educate the public regarding where, when and how to get recertification process completed in a timely manner.

C. Digital:

- 1. Display Banners:** Ideal for creating awareness and promoting user interaction. Reach your audience through ads with great visual impact, with various format options that help generate demand and conversions. We have regular sized banners (Mobile, Medium Rectangle, and Leaderboard Banner) and enlarged banners (Double Mobile, billboard, and Half Page Banner).
- 2. Push Notifications:** Can be used as a tool to promote a product or service, invite subscriptions, or report an important event.
- 3. Email Campaigns:** Display content and/or send advertising with relevant messages to a specific segment that browses through our digital platforms. We use E-Blast: Connect with your audience through personalized shipments. Email marketing is one of the most effective channels to connect with your audience. We handle the sending of already designed email campaigns and/or we also offer the strategy, design, delivery, and measurement service, always seeking to generate leads or achieve a desired action.

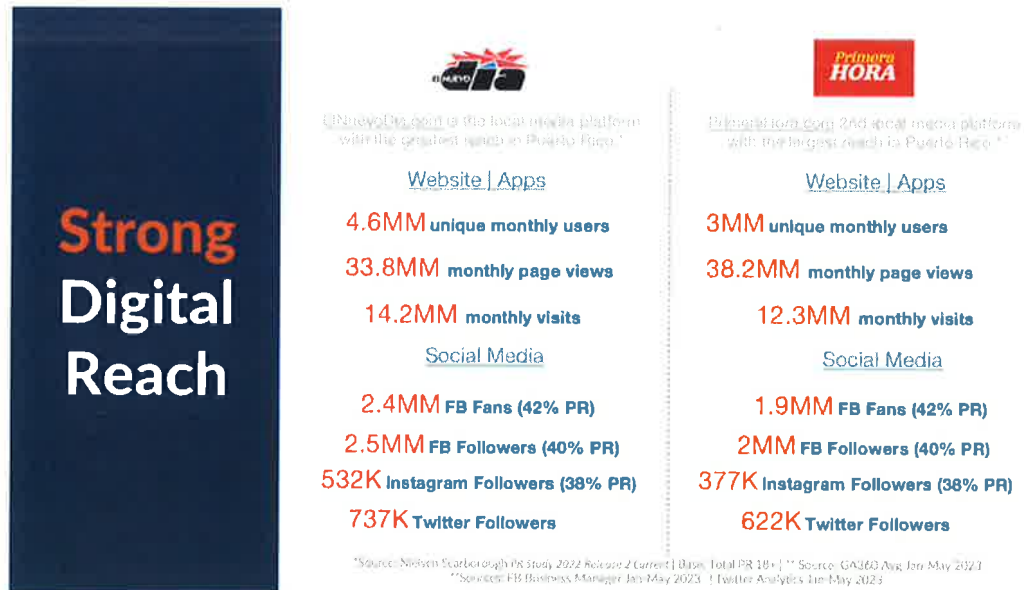
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4. Sponsored Posts: Social networks are key in any communication strategy, since 90% of Puerto Rican users interact on them. Through social networks you can promote and send your message through segmented advertising. We have various services to help you grow your business, like Ad campaigns on Facebook and Instagram. It includes the creation of content and arts for advertisements, with a variety of formats that adjust according to the business objective – brand recognition, consideration, and conversion. Sponsored posts on our Facebook pages. Advertise on any of the GFR Media accounts, such as El Nuevo Día or Primera and increase the reach of your message through our native advertising formats.



5. Text messaging: Aims to transform through technology, the way organizations interact with their customers. Providing solutions through innovation and technology that make people's lives easier by transforming their day-to-day transactions into agile, simple, and effective experiences.

6. Programmatic: this digital tool will be implemented to increase the reach of users who we do not reach with our existing digital platforms, allowing us to optimize our campaigns through programmatic purchase on google platforms, which we have implemented as one of our platforms. This will allow for:

- Greater efficiency, using machine learning to optimize results.

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- Greater control over brand safety and ad fraud Greater access to inventory.
- Premium content better results through personalized campaigns.

D. Out of Home Media (indoor & outdoor): OOH has an inventory close to 300 digital display panels strategically located throughout the island, that include indoor and outdoor presence. This inventory includes over 67 outdoor digital screens in around 50 locations distributed in high traffic highways, plus, we also have over 200 indoor locations that complement the offer of advertising mediums through which to bring the message to customers.

1. **Billboards (outdoor):** are an effective advertising medium to carry a message on a large scale due to high vehicular traffic, ideal for achieving brand recognition. In Puerto Rico, 1.3 million people travel by car for more than an hour a day. This medium allows the message to be amplified massively by having outdoor and indoor locations distributed around the entire island, allowing campaigns to be segmented by geographic area and being able to update advertising messages in real time, since 85% of the indoor and outdoor formats They are digital. The Out of Home Plus service complements your billboard campaign with digital advertising. This allows you to re-interact with users who have previously been impacted through billboards through the use of geofence technology. As a result, you get better performance and measurement.
2. **TurnosPR (indoor):** The collaboration with TurnosPR and GFR Media is vital. The screens of TurnosPR located in 200+ locations around the island, will be an integral extension of our digital and outdoor advertising offerings, allowing for segmented, direct, and compelling content distribution. GFR Media, on the other hand, will expand the platforms on which we distribute content and offer strategic advertising opportunities.

E. Mailing & Telemarketing services: GFR Media provides bilingual US-based call centers with nearshore advantages to hospitality, insurance, healthcare, telecom, automotive, emergency management and financial services clients. For more than 25 years and across its three sites in Puerto Rico, the company has crafted high

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performing campaigns through its 1,500+ human touchpoints. 25 years delivering world class customer solutions through the total integrations of our multi-channel, bicultural contact, mailing and fulfillment center. GFR Media has the capacity to manage the whole process from initial outbound lead generation to fulfillment of offers. The printing capabilities allow it to produce from simple direct mail letters to complex directories. The technological capability can help you design and implement the most up-to-date digital and data solutions.

1. Printing & mailing: whether you require printing a simple postcard, letter, statement, booklet or a full-blown, multi piece, integrated marketing campaign, GFR Media is a one-stop-shop for your printing and print shop service needs. From concept to design, production, folding, inserting, mailing and tracking, GFR Media provides a broad array of customized one-on-one marketing solutions for lead generation and customer retention. Within a single document, we can include text, graphic and variable image printing based on information pulled from a target database. Consumers have a wide variety of communication channels to interact with a brand's products and services. While telephone communications are still at the top of the list, mail is a factual and relevant communication channel that allows inspired and creative one-on-one targeted communication with a customer or prospect. It is a media that lets you control all aspects of the exchange including who receives it, date of delivery, content and reach. GFR Media's direct mail and white mail capabilities allow for seamless integration between phone and mail to communicate with customers and increase responses. Our mail operation is certified by the USPS to manage all stages of a successful mail campaign.
2. Call centers:, our customer interaction management service combines multimedia customer contacts (voice, chat, e-mail and fax), ACD (Automatic Call Distribution) with Skills-Based Routing capabilities, and a robust and completely customizable IVR (Interactive Voice Response). Also, the company's CTI (Computer Telephony Integration) platform is a redundant hosted solution that leverages multiple core network carriers for maximum uptime. As a Computer

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Telephone Integrated (CTI) Multimedia Customer Interaction Center, GFR Media provides proven solutions for companies seeking to improve their customer contact experience through an integrated network that covers all customer interactions across all 1:1 channels.

3. **Warehousing & fulfillment:** As an additional component to our contact center operations, GFR Media offers warehousing, inventory management and fulfillment solutions to manage receiving, storage, picking and shipping through a personalized web based inventory and fulfillment program. This custom application supports the worldwide distribution of marketing materials to consumers and trade. It is a powerful tool that generates measurable savings while significantly reducing delivery time. See for yourself how proven delivery optimization and Internet-based delivery management translates to cost savings. Our warehousing and fulfillment professionals have demonstrated effective operational and executional expertise in multiple business categories with local, regional and global solutions.

F. Experiential marketing efforts and events:

1. **Events:** through our events division GFR Media we seek to provoke a sensorial response from clients by creating unique and unforgettable experiences. We are dedicated to the marketing of experiences (experiential marketing) and the production of corporate, cultural, sports and musical events, inside and outside of Puerto Rico. Also, we carry out street promotions to promote your brand to the place and audience you want to reach. We are dedicated to the marketing of experiences (experiential marketing) and the production of corporate, cultural, sports and musical events, inside and outside of Puerto Rico. Through our events division, we seek to provoke emotions by creating unique and unforgettable experiences.
2. **Street marketing & promotions:** Street promotions become an attractive channel to reach your audience directly, encouraging quick decision making. We design activations, according to the client's needs, to distribute promotional

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material for your brand at traffic lights, house to house, establishments, among others. Some of the work that can be performed includes, but is not limited to:

- Signage: production and rinting of signage and promotional items, throughout the island. The most requested pieces are dboards, walkers, street crossers, flyers and cut-outs.
- Sampling: individual pieces of promotional items are delivered in person whether massive or segmented.
- Printing & insertion: We have personnel to insert and assemble promotional items in any of our newspapers.
- Assembly of event related material: we carry out the assembly of tents, booths, displays and printed pieces for promotions.
- Audiovisual experiences: We offer sound and visual services, such as buses with digital screens, sound for promotions and digital billboard walkers.

G. Radio and Television (TV): provides the advantage of visual storytelling, enabling the PRMP to convey their message through compelling visuals and high production quality. It offers a platform to showcase important Medicaid timely recertification benefits and testimonials, creating a more immersive and engaging experience for viewers. Additionally, television advertising often reaches a broad demographic, making it effective for such services as the recertification process, that targets a wide range of eligible beneficiaries. Local radio, on the other hand, offers a more cost-effective and targeted advertising solution. It allows its users to reach a local audience with specific demographics and interests, making it ideal for messages that have a geographically limited client base. Moreover, radio provides a personal connection with listeners, allowing the PRMP to build empathy and trust.

H. Creative design and assets: we will partner with advertising agencies that will be in charge of the production of creative material, artwork and campaign strategies to deliver the message effectively to achieve the greatest possible reach. These agencies will also participate in the analysis of the results of the advertising campaign, in order to update the message according to the information we receive about the

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recertification process.

- I. **Reporting:** the timely evaluation of the results of the campaign will be an important element to achieve the goals of the advertising efforts. Therefore, we will work directly with Medicaid program personnel to measure the progress of recertification efforts so we can adjust the message and strategies as we receive and analyze those results.

VII. Objectives:

The timely completion of the Medicaid recertification process is very important because not doing so by the required deadlines, eligible participants will cease receiving benefits and there will be a lack of coverage. Under federal law, individuals have an established number of days from the date in which the case was closed and/or they lost eligibility to provide the Medicaid agency with all of the required information.

In this case, Medicaid benefits can be reinstated without the individual going through the application process again if they continue to meet the eligibility criteria. Therefore, spreading the message and mobilizing eligible participants is of utmost importance. To comply with the objective of this Publicity Campaign, we have identified the following objectives:

- Outreach and Education: conduct outreach and educational campaigns to inform applicants about the recertification requirements and deadlines.
 - I. Media Plan: our proposed media plan will consist of three main phases that will be supported a comprehensive campaign that integrates different media outlets to capture public's attention and direct them to the different registration points.
 - a) Developing the Message & Creative Assets: at this point our main focus is on developing an impactful message and shaping the creative assets to effectively deliver it. This phase sets the foundation for a successful advertising campaign by ensuring that our message and creative materials align seamlessly with our campaign's goals.
 - b) Campaign Launch: editorial style branded article to be published in our digital and printed platforms to capture eligible participant attention and creating

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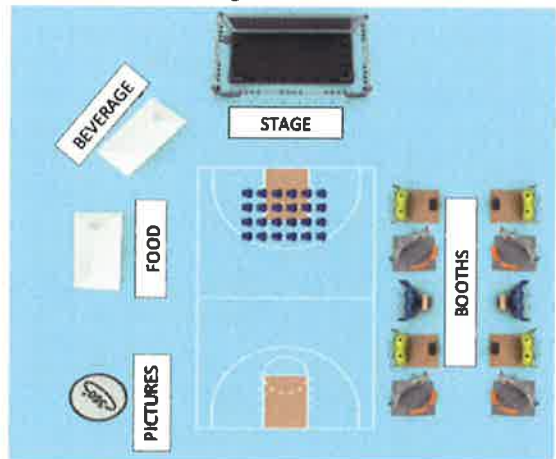
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awareness of the importance of this recertification process. This article will be supported by extensive advertising through the media outlets detailed in previous sections.

c) Mobilization of Eligible Participants: after the campaign launch, the efforts will shift to the mobilization of eligible participants for registration.

i. Regional offices: our main mobilization efforts will be concentrated on directing eligible participants to the Regional offices closest to household and/or workplaces. They will be greeted by PRMP trained personel that will be able to assist them through the whole process of determining eligibility, completing paperwork, filing the registration and following up on the status of their case.

ii. Mass events: eligible beneficiaires will be entitled to participate of the events that will be held in five (5) main cities around the island. This events will encourage public participation, where they will enjoy artistic events, food and beverages free of charge, wellness educational seminars hosted by PRMP pre-approved speakers and more. This efforts will be coordinated with PRMP personel, which will have booths and other displays to serve the public and screen the participants, allowing elegeble participants to: make appointments, determining program eligibility, completing paperwork, filing the recertfication paperwork and following up on the status of their case.



iii. Medicaid PR website: efforts will be made for those eligible participants that have internet access and dexterity to navigate through the existing tools available at the official Medicaid PR.

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2. Performance metrics, continuous improvement & reporting: establish key performance indicators (KPIs) with PRMP personel to measure the efficiency and effectiveness of the advertising campaign by evaluating the recertification results. Using KPI's to continuously evaluate and improve the recertification process will allow the PRMP to track results and perform adjustments in the outreach strategies to enhance its effectiveness and efficiency. The success of this KPI's will greatly depend on Medicaid personel providing updated information regarding the recertification process. We recommend bi-weekly meetings between our personel and PRMP officials in order to share information and be able to prepare updated reports and projections.

VIII. Project execution through a comprehensive media plan:

Creating a educational media plan for the Medicaid recertification process involves reaching out to eligible beneficiaries and informing them about the recertification requirements and deadlines through various media channels. This process requires constant outreach to eligible participants through the various phases that this recertification program requires, as initially discussed in Section VII (Objectives) of this proposal.

This project will be designed and implemented in three main phases that will be executed over a period of 16 weeks, on which the proponent and the PRMP will work hand in hand to design, evaluate and approve both the message they are interested in delivering to the public as well as the creative components that will be incorporated to the campaign to deliver said message:

- **Phase I** (Weeks 1-2): focused on crafting a compelling and impactful message that resonates with eligible beneficiaries. This initial stage involves in-depth market research to understand the PRMP recertification needs, and that they are aligned wiht the eligible participants profile. Once we've gathered valuable insights, we'll work on developing a clear and concise message that addresses the obstacles that have prevented the PRMP to successfully reach recertification goals. At the same time, our creative team will begin brainstorming and designing various creative assets such as

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visuals, videos, and ad copy to effectively deliver this message. We'll explore different concepts, styles, and media outlets to ensure that our advertising materials stand out and capture the attention of our intended public. By the end of phase one, we aim to have a well-defined message and a portfolio of creative work that aligns with our campaign's objectives and sets the stage for successful delivery of the message that creates the intended public awareness.

- **Phase 2** (Weeks 3-4): is a pivotal stage where we launch an aggressive, high-impact, two-week-long blitz to maximize our message's reach and impact. Building upon the insights and creative work from phase one, we will deploy a multi-channel approach that includes: printed newspapers, social media & digital platforms, outdoor advertising (billboards), street marketing & promotion and radio & television. Our goal is to reach via multiple media channels the target audience with our compelling message and creative content during this short but intense period. In this phase, we'll closely monitor key performance indicators and adjust our strategies in real-time to optimize our campaign's effectiveness. By maintaining a dynamic and data-driven approach, we aim to capture the audience's attention, drive response, and achieve our campaign's objectives within the tight timeframe of these two weeks. This rapid and aggressive launch will create a sense of urgency, ensuring our message is top of mind for our audience and driving them to take the necessary steps to initiate and/or complete the recertification process.
- **Phase 3** (Weeks 5-16): this phase of the campaign marks the exciting stage where we embark on a massive mobilization effort to gather eligible participants for our events and/or guide them to PRMP's regional offices for recertification process completion. Leveraging the groundwork laid in the previous phases, we'll employ a multi-faceted approach, including targeted outreach through most of the same media channels used during Phase 2, but also incorporating additional channels such as, printed educational material delivered through special in person distribution and newspaper inserts, as well as the production of mass events, to keep a constant presence on the public's mind. Our messaging will emphasize the unique value and benefits of participating in these events and completing the recertification process.

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while also creating a sense of community. To ensure a smooth and seamless experience for participants, we'll designate special areas within the events for participants to work on their recertification efforts, as well as using regional offices and dedicated support systems (telemarketing) to channel some of the volume of this process. These regional offices will serve as hubs for information, registration, and completion of the process, making it smooth and convenient for individuals throughout the process. By orchestrating this large-scale mobilization, we intend to not only attract a significant number of participants but also foster a sense of belonging and enthusiasm within the community, ultimately achieving the goals of our campaign.

Here's our proposed strategy to achieve this:

A. Strategy behind the Media Plan:

1. Create, develop and update the message: craft clear and concise messaging that emphasizes the importance of recertification, deadlines, and the consequences of non-compliance. The development of the message and the strategies on how to deliver require certain previous tasks, to be performed during Phase 1 of the process (Weeks 1-2):
 - a) Target Audience: Identify the target audience, including current Medicaid beneficiaries approaching their recertification dates. Once your intended audience has been identified, a tailored communication can be developed and implemented to deliver the message.
 - b) Creative work: develop the creative assets to effectively deliver the message.
 - c) Content Calendar: develop a content calendar to ensure consistent messaging and reminders leading up to recertification deadlines.
2. Creating awareness and Participant mobilization: Phases 2 and 3 will be the core of this advertising campaign. After an all-out, two-week-long media blast raising public awareness about the importance of timely completing the recertification process, we will follow up with massive mobilization effort to attract eligible participants to our events, or guide them to PRMP's regional offices for

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recertification process completion. Leveraging the groundwork laid in the previous phases, we will employ a multi-faceted approach, including targeted outreach through most of the same media channels used during Phase 2, but also incorporating additional channels such as a special 8-page insert and additional signage and printed educational material delivered through special in-person distribution and newspaper inserts, as well as the production of mass events, to keep a constant presence on the public’s mind.

This strategy should allow our proposed media plan help ensure that Medicaid beneficiaries are well-informed and supported throughout the recertification process, ultimately increasing compliance and reducing the risk of coverage lapses.

B. Comprehensive media plan to tackle the developed strategy: the execution of the media plan will span over a 16-week period intensive advertising campaign that will include a variety of media outlets to reach every possible eligible participant.

I. Newspapers: constant publication of various formats of printed advertising material to properly educate and direct eligible participants to one of the different registration points. This will employ the use of El Nuevo Día (END) and Primera Hora (PH), the two most important printed newspapers in Puerto Rico.

a) Mini wraps: high impact format that “wraps around” the printed newspapers,



it is the first thing the intended reader notices when grabbing a newspaper. This format will be implemented during the launching campaign (Week 3) to start creating awareness of the recertification process, while at the same time directing them to one of the many registration points.

b) Full pages: weekly publication of at least 2-full pages in both END and PH, (Weeks 4-16). The use of these full pages is intended to deliver an educational message, that can be updated on a weekly basis, based on the results from the of the tracking and analytics efforts.

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c) 8-page insert: 500,000 copies of printed educational material to be used both during the launching campaign (Week 3), as well as during the mobilization efforts, at some point between Week 4 and Week 16.

- This insert will be subject to several special distributions efforts to non-subscriber households (100,000), inserted in both END and PH during regular distribution efforts (225,000) and handed out through special promotions in street lights and medical center, as well as other high traffic areas with persona distribution (175,000).

2. Printed materials: create brochures, posters, and flyers to distribute at strategic high traffic points through street marketing and special promotions to constantly remind eligible participants of the importances of the recertification process and the consequences of non-compliance. Printed materials will include a 8-page insert will be printed in ultra white paper, different form the regular newspaper run, giving this insert a more refined and attractive look. This insert will serve as an educational tool for the eligible participant.

3. Digital & Social media: the digital campaign will help raise public awareness about



the importance of the recertification process, drive traffic to events and/or official sources of information, such as the Medicaid website and/or Regional offices. This efforts, combined with all the other tools and platforms such as digital newspapers and artificial intelligence technologies to post regular updates, reminders, and links to resources will help

drive this recertification process.

a) Display banners: this tool is ideal to capture public attention and promote user interaction. It will your reach your intended audience through advertisements with great visual impact, including with various format options that help generate clicks and interactions. This banners will be used on END digital newspaper platform on a weekly 100,000 impression rate

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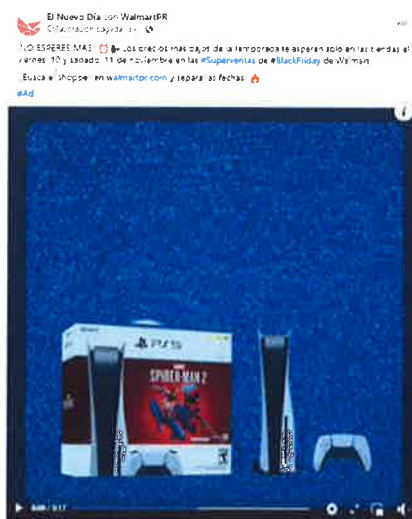
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during Phase 2 & 3, allowing the campaign to reach a total of 1,400,000 total users during the 16-week campaign.

- b) Push notifications: this notifications will be used as alert tools to reach the masses, both during the launching campaign (Weeks 3-4), as well as additional support during the mobilization period (used strategically in certain dates between Week 5 and Week 16) in both END and PH digital newspaper platform. This tool will also help to notify deadline dates that may be expiring.
- c) Email campaigns: send email blasts reminding beneficiaries, including links to the recertification portal or contact information for assistance. With a database of close to 2 million registered users, we will schedule individual email blasts to a total of 150,000 users per blast at during the launching campaign, as well as at the end of each month during Phase 3 (total of 900K users reached). This tool will be used to remind beneficiaries of the recertification process and its deadlines, but it will include information and links to the recertification portal or contact information for assistance.



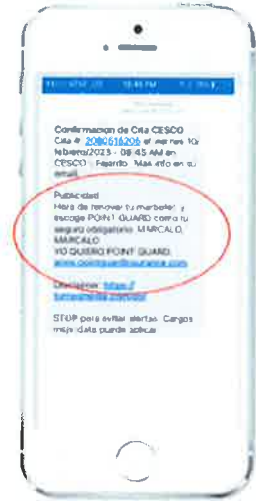
- d) Sponsored posts (Facebook): we will be using sponsored posts in social media pages (Facebook) of both END and PH (with over \$2 million followers each) during the launching campaign (Weeks 3-4), as well as during the final two weeks of each month during Phase 3. This last effort during the Weeks 5-16 will be intended for public to interact with the post and making the ad feel less intrusive than normal advertising, and more like interesting content that they can relate to.



Both videos, social media and traditional media pieces can be incorporated under this sponsored posts.

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e) Text message alerts: sending SMS reminders to beneficiaries with upcoming recertification deadlines will be a valuable support effort during the process. This SMS alerts will help us remind the eligible participants of the ongoing efforts of reaching our recertification goals in non-invasive but effective reminder through their mobile phones. This effort will be used during the last week of Phase 2 and during mid-month weeks on Phase 3 as a complimentary tool to the push notifications and will reach an estimated 250,000 available users. (used strategically at various dates between Week 3 and Weeks 5-16).



f) Programmatic: the use of digital advertising technologies such as artificial intelligence will help the campaign reach other audiences not reached with traditional digital tools. This programmatic platforms can be optimized in real time, adapting advertising to unique needs. The use of programmatic tools supported by Google Ads, will be used on END digital newspaper platform on a weekly 100,000 impression rate during Phase 2 & 3, allowing the campaign to reach a total of 1,400,000 total users during the 16-week campaign. This 16-week campaign effort will result in greater efficiency, by using machine learning to optimize results, better access to advertising availability and premium content that will translate in better results through personalized campaigns.

4. Out of home: capture attention of eligible participants while driving and performing rutinary tasks by displaying attractive messages through billboards, indoor digital screens. This advertising medium is the second best growing media outlet just behind digital advertising. GFR Media, as the biggest operator of both outdoor and indoor advertising spaces in Puerto Rico, can reach to eligible beneficiaries in places no other company can.

a) Digital billboards: an aggressive 16-week effort will be displayed in at least 30 billboards per week during both the launching campaign and mobilization

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period. This billboards will rotate, according to the strategic plan, around GFR Media's 65 digital billboard network, to supporting both the launching campaign and also the 5 events to be produced in five main cities.

- Outdoor advertising efforts will be complimented with strategic **billboard blasts** that will be displayed in an additional 35 billboards (for a total of 65) to give an extra push towards the mobilization efforts and event production.
- b) **Indoor media**: with a portfolio of over 200+ indoor digital screens displayed across the island in both government and private sector facilities during the 16-week campaign, we will be able to reach eligible participants while they perform normal day-to-day errands such as license renewal, utility payments, tax filing and medical appointments. According to our records, an average of 3,800 visitors are monthly exposed to this digital screens at each location.
- Indoor media efforts will be complimented with strategic **indoor media blasts** that will be displayed in an additional 50 indoor screens (for a total of 100) to give an extra push towards the mobilization efforts and event production.
5. **Mailing & Telemarketing**:
- a) **Postal/ mailing campaign**: mail is a factual and relevant communication channel that allows one-on-one targeted communication with a eligible beneficiary. It is a media outlet that lets you control all aspects of the exchange including who receives it, date of delivery, content and reach. Backed by a robust database, our mailing capabilities will facilitate our outreach efforts to be properly segregated by all types of demographics variables (age, education levels, household values, employment, among others). We have already identified close to 900,000 households that fit the profile of eligible participants that we can reach to with this campaign. Our strategy to impact this number of households will be distributed in five mailing efforts of 180K

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A handwritten signature in blue ink, appearing to be the initials 'W' or 'V' with a stylized flourish.

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mail recipients per mailing, to support the geographical mobilization of eligible participants through the 16-week campaign.

b) Call center: establishing a dedicated call center that will support the mobilization efforts by guiding eligible participants through the various processes to accomplish recertification. This 5-representative call center will operate during the next 15 weeks after the launching campaign, on Monday through Fridays on normal business hours and will generate an estimated number of 36,000.

6. Events: one of our mayor efforts to achieve the recertification goal is to attract great quantities of eligible participants to our massive events to be held in five cities along the island. Our 3,000-5,000 visitors per event goal will be supported by this comprehensive media plan execution. This events will be held every two-

weeks starting on Week 4. This events will be close coordinated with PRMP personel, as they need to



provide us with the necessary trained personel to be distributed thought out the venue in order to process participant's paperwork or perform other recertification process tasks. Events produced by GFR Media and its affiliates include:

- El Mercado Urbano (retail fair for local artisans and farmers)
- Ventana al Jazz (musical festival)
- Serie Hípica del Caribe (major horse racing event)
- Puerto Rico Open (golf tournament)
- Christmas Market at Ventana al Mar (retail fair for local artisans and farmers)
- JJ Barea Foundation Event (golf tournament)

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- PR Tourism Company's 50th Anniversary Golf Tournament (golf tournament)
- La Magia de Chucho (concert)
- The Rain & Rose Fun Charitable Benefit Event (golf tournament)
- 2021 Clásico del Caribe (major horse racing event)
- Concierto Al Son de Hecho en Puerto Rico (concert)
- Proyecto Somos PR (promote local tourism)
- Puerto Rico Saludable (health and wellness convention)

7. Promotions & Street marketing:

- a) Special promotions: teams of four promoters in 30 different strategic locations will hand out up to 1,500 flyers daily to raise awareness of the recertification process. This promotions will run along the core period of the mobilization efforts (Week 5-14).
- b) Street marketing: street signage will be installed along different high traffic locations to capture eligible participants attention. Street marketing efforts will also include the distribution of 150,000 8-page inserts during the initial stages of the launching campaign.

8. Television and radio spots: advertising the recertification process on both television and local radio offers a multifaceted approach to reaching a diverse audience. By combining the visual impact of television with the cost-effectiveness and personal touch of local radio, this Medicaid outreach campaign can create a well-rounded advertising strategy that maximizes their reach and impact.

- a) Television: The plan will consist on using all three (3) major TV channels and distributing the 900 advertising spots equally distributed among daytime and primetime hours through the 16-week campaign, but updating and adjusting the message to be delivered according to what our reports and analytics show.
- b) Radio: Radio space will be use through the two major radio stations in Puerto Rico (WKAQ and SBS) and the 640 advertising spots will be equally

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distributed among daytime and primetime hours through the 16-week campaign, but updating and adjusting the message to be delivered according to what our reports and analytics show.

9. Creative design & assets: with the support of partnering advertising agencies that will work under our supervision, we will design, build and execute creative designs specifically tailored to be displayed in the different media outlets to be used in the execution of this strategic and media plan.
10. Reports: reporting the execution of the campaign will be done in different ways, depending on the advertising medium used. This reports will help our team analyze the information and prepare the KPI's with the help of Medicaid personel. The KPI's to be develop will feed of the reports to be generated and from data provided by Medicaid personel regarding the recertification process. Bi-weekly meetings will allow us to review results and adjust the strategy. Below we detail the type of reporting related to each individual media outlet:
 - a) Print: newspaper clippings.
 - b) Digital: impressions reports, proof of posting reports (POP's), reach reports (Facebook sponsored post), email campaings reports and text message certifications and POP's.
 - c) Events: registration lists and participants.
 - d) Mailings: US postal payments evidence.
 - e) Call Center: operational report of incoming/outgoing calls, categorized by call disposition. (handling).
 - f) Television: certifications by the operator.
 - g) Radio: certifications by the operator.
 - h) Street Marketing: pictures of activations and certifications.

The rates included in the 16-week media plan offer significant discounts on rate card pricings (up to 40% in certain media) in all of GFR Media platforms included in this proposal. Television and radio rates are offered at existing competitive market prices.

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**Medicaid Program
16 Weeks Media Plan**

| Media | Service Provider | Description | Qty | | Total Investment | |
|------------------------------------|---|---|--|-----------|------------------|---------|
| | | | Quantity | Wks | | |
| Creatives design and assets | For all media formats | | | | \$ 106,100 | |
| Newspapers | | | | | | |
| Mini Wraps | El Nuevo Día | | | 1 | 10,000 | |
| Full Pages / Full Color | El Nuevo Día | | 28 | 14 | 112,000 | |
| 8 pages insert | El Nuevo Día | 112.5K copies/ Wednesday | 112,500 | 1 | 7,000 | |
| Special Distribution | eMotions | 100,000 non suscribers households | 175,000 8-page insert distribution | 275,000 | 2 | 7,000 |
| Mini Wraps | Primera Hora | | | 1 | 8,000 | |
| Full Pages / Full Color | Primera Hora | | | 28 | 84,000 | |
| 8 pages insert | Primera Hora | 112.5K copies/ Thursday | 112,500 | 1 | 7,000 | |
| Printing Services | eMotions | Educational 8-page 500K copies | Flyers & street signage; Includes design | 500,000 | - | 25,000 |
| Digital | | | | | | |
| Banners Agrandados | GFR Media Network | 100,000 impressions weekly | | 1,400,000 | 14 | 117,600 |
| Push Notifications | El Nuevo Día | Alerts in El Nuevo App | Estimated 200K users | 200,000 | 6 | 30,000 |
| Push Notifications | Primera Hora | Alerts in Primera Hora App | Estimated 125K users | 125,000 | 6 | 15,000 |
| Emails Campaings | GFR Media Network | 150K | Total 900K from 1.9MM users | 900,000 | 6 | 18,000 |
| Sponsored Post - Facebook | El Nuevo Día | Facebook El Nuevo Día | Over \$2 million followers | 11 | 11 | 22,000 |
| Sponsored Post - Facebook | Primera Hora | Facebook Primera Hora | Over \$2 million followers | 11 | 11 | 14,850 |
| Text Messaging | Turnos PR | Targeted ads in 250K text messages to users | Targeted per event location | 250,000 | 5 | 162,500 |
| Programmatic | Google Ads | 100,000 impressions weekly | | 1,400,000 | 14 | 117,600 |
| Out of Home Media | | | | | | |
| Digital Billboards | GFR Media Network | 30 Billboards (weekly) | Rotating according to the events | 420 | 30 | 168,000 |
| Digital Billboards Blast | GFR Media Network | 65 Billboards during 2 days, twice | Rotating according to the events | 130 | 2 | 26,000 |
| Indoor Media | Turnos PR | 50 Locations weekly | | 700 | 14 | 56,250 |
| Indoor Media Blast | Turnos PR | 100 locations 2 days | | 200 | 2 | 7,200 |
| Mailing | Linkactive | 866,971 households identified as prospects for the campaign (Home value less than \$150K) | Include Postage and printed material | 900,000 | 5 | 405,222 |
| Telemarketing | Linkactive | 5 customer representatives attending calls M-F (16 weeks) | Estimated total 36K calls | 36,000 | 16 | 69,000 |
| Events | | | | | | |
| Bayamon | Free of charge massive events with artistic events, food/beverage and educational seminars. | Bayamón | Ruben Rodriguez or similar | 1 | | 165,000 |
| Carolina | | Carolina | Guillermo Angulo or similar | 1 | | 165,000 |
| Ponce | | Ponce | Complejo Ferial or similar | 1 | | 165,000 |
| Arecibo | | Arecibo | Manuel Iguina or similar | 1 | | 165,000 |
| Mayaguez | | Mayaguez | Palacio Deportes or similar | 1 | | 165,000 |
| Promotions | Flyers distribution in street lighths | 4 promoter teams in strategic locations | In person handout of educational material | 45,000 | 11 | 25,950 |
| Street Marketing | Street Signage in 300 spots to drive traffic to the Events | Flyers | 5 Geographical Areas | 1,500 | 5 | 37,500 |
| Radio | SBS & WKAQ | 640 Radio Spots in SBS and WKAQ | 50 / 50 distribution Daytime and Primetime | - | 640 | 80,000 |
| TV | 3 major local TV Stations & Cable TV | 900 Total TV Spots in WAPA, Telemundo, Teleonce & Liberty | 50 / 50 distribution Daytime and Primetime | - | 900 | 391,500 |
| Reports | POP's and Campaign Reports | Dedicated administratives personel and Project Manager and Coordinator | | | 7 | 25,000 |
| Total \$ 2,980,272 | | | | | | |

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Recertification Publicity Campaign
Request for Proposal (RFP)



Medicaid Program
16 Weeks Media Plan

| Media | Service Provider | Description | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 | Week 11 | Week 12 | Week 13 | Week 14 | Week 15 | Week 16 | |
|---|---|--|---------|--------|---------|--------|---------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|--|
| | | | Phase 1 | | Phase 2 | | Phase 3 | | | | | | | | | | | | |
| Creatives design and assets | For all media formats | | 1 | 1 | | | | | | | | | | | | | | | |
| Newspapers | | | | | | | | | | | | | | | | | | | |
| Mini Wraps Full Pages / Full Color 8 pages insert | El Nuevo Día El Nuevo Día | 112.5K copies/ Wednesday | | | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | |
| Special Distribution | eMotions | 100,000 non subscribers households | | | | | 112.5 | | | | 175 | | | | | | | | |
| Mini Wraps Full Pages / Full Color 8 pages insert | Primera Hora Primera Hora | 112.5K copies/ Thursday | | | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | |
| | | | | | | | 112.5 | | | | | | | | | | | | |
| Printing Services | eMotions | Educational 8-page 500K copies | | | | 500 | | | | | | | | | | | | | |
| Digital | | | | | | | | | | | | | | | | | | | |
| Banners Agrandados | GFR Media Network | 100,000 impressions weekly | | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Push Notifications | El Nuevo Día | Alerts in El Nuevo App | | | 200 | 200 | | | | | | | | | | | | | |
| Push Notifications | Primera Hora | Alerts in Primera Hora App | | | 125 | 125 | | 125 | | | 200 | | | 200 | | | | 200 | |
| Emails Campaigns | GFR Media Network | 150K | | | 150 | 150 | | | 150 | | | 150 | | | 150 | | | 150 | |
| Sponsored Post - Facebook | El Nuevo Día | Facebook El Nuevo Día | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | |
| Sponsored Post - Facebook | Primera Hora | Facebook Primera Hora | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | |
| Text Messaging | Turnos PR | Targeted ads in 250K text messages to users | | | | 50 | | | 50 | | | 50 | | | 50 | | | 50 | |
| Programmatic | Google Ads | 100,000 impressions weekly | | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| Out of Home Media | | | | | | | | | | | | | | | | | | | |
| Digital Billboards | GFR Media Network | 30 Billboards (weekly) | | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | |
| Digital Billboards Blast | GFR Media Network | 65 Billboards during 2 days, twice | | | 65 | | | | | | | 65 | | | | | | | |
| Indoor Media | Turnos PR | 50 Locations weekly | | | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | |
| Indoor Media Blast | Turnos PR | 100 locations 2 days | | | 100 | | | | | | | 100 | | | | | | 100 | |
| Mailing | Linkactive | 866,971 households identified as prospects for the campaign (Home value less than \$150K). | | | | 180 | | | 180 | | 180 | | 180 | | 180 | | | | |
| Telemarketing | Linkactive | 5 customer representatives attending calls M-F (16 weeks) | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | |
| Events | | | | | | | | | | | | | | | | | | | |
| Bayamon Carolina Ponce Arecibo Mayaguez | Free of charge massive events with artistic events, food/beverage and educational seminars. | Bayamón Carolina Ponce Arecibo Mayaguez | | | | | | 1 | | | 1 | | | 1 | | | 1 | | |
| Promotions | Flyers distribution in street lights | 4 promoter teams in strategic locations | | | | 2 | 2 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | | | |
| Street Marketing | Street Signage in 300 spots to drive traffic to the Events | Flyers | | | 300 | | | 300 | | | 300 | | | | 300 | | | | |
| Radio | SBS & WKAQ | 640 Radio Spots in SBS and WKAQ | | | 50 | 45 | 45 | 45 | 45 | 45 | 45 | 50 | 45 | 45 | 45 | 45 | 45 | 45 | |
| TV | 3 major local TV Stations & Cable TV | 900 Total TV Spots in WAPA, Telemundo, Teleonce & Liberty | | | 68 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | |
| Reports | POP's and Campaign Reports | Dedicated administrative personnel and Project Manager and Coordinator | | | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | | 1 | |

Initials:



IX. References & recommendations: our company has designed and implemented numerous multi media advertising campaigns for clients both on private and government sector. As expressed in earlier sections of this proposal, no media advertising company in Puerto Rico can match the diversity and outreach that GFR Media can provide its clients. Some of our clients include:

- A. **Supermercados Selectos** – Mayreg Rodríguez, President
- B. **Medical Card System (MCS) Health Plan** – Ingrid Torres, Marketing Director
- C. **Compañía de Turismo** – Alexandra Ruiz, Chief Marketing Officer (CMO)
- D. **Rooms To Go** – Rosamar Garay, Marketing Director
- E. **Bacardi Corp.** – Elisandra Urbina, Marketing Director

Sofia Montañez, Brand Managers

Dorian Romero, Brand Managers

More specific information and/or reference letters can be provided upon request.

Initials: 

Recertification Publicity Campaign; 2023-PRMP-RPC-008



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

11/3/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

| | | | |
|---|--|--|------------------------------------|
| PRODUCER Fulcro Insurance, Inc. 204 San Francisco St/ Los Muchachos Old San Juan PR 00901 | CONTACT NAME: PHONE (A/C, No, Ext): 787-725-5880 E-MAIL ADDRESS: jperez@fulcroinsurance.com | | FAX (A/C, No): 787-721-0988 |
| | INSURER(S) AFFORDING COVERAGE | | |
| INSURED Out of Home Media, LLC PO BOX 11924 SAN JUAN PR 00922-1924 | GFROUTO-01 | INSURER A : Liberty Mutual Insurance Co. | NAIC # 23043 |
| | | INSURER B : | |
| | | INSURER C : | |
| | | INSURER D : | |
| | | INSURER E : | |
| | | INSURER F : | |

COVERAGES

CERTIFICATE NUMBER: 1748923283

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSR LTR | TYPE OF INSURANCE | ADDL INSD | SUBR WVD | POLICY NUMBER | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS |
|----------|---|-----------|----------|---------------|-------------------------|-------------------------|---|
| A | <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER: | | | DGLPR8482834 | 3/24/2023 | 3/24/2024 | EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ Included \$ |
| A | AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS | | | | | | COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$ |
| | <input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$ | | | | | | EACH OCCURRENCE \$ AGGREGATE \$ \$ |
| A | WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below | Y/N | N/A | DGLPR8482834 | 3/24/2023 | 3/24/2024 | <input type="checkbox"/> PER STATUTE <input checked="" type="checkbox"/> OTH-ER STOP GAP E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000 |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

PR Department of Health, Medicaid Program, Purchases Division
 268 Luis Munoz Rivera Ave.
 World Plaza-12th floor (Suite 12)
 San Juan PR 00918

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**ADDITIONAL INSURED – DESIGNATED
PERSON OR ORGANIZATION**

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

Name Of Additional Insured Person(s) Or Organization(s):
PR Department of Health, Medicaid Program, Purchases Division
268 Luis Munoz Rivera Ave.
World Plaza-12th floor (Suite 12),
San Juan, PR 00918

RE: With respect to Insured's Operations, / ADDITIONAL INSURED AS PER FORM CG 2026 ATTACHED

Information required to complete this Schedule, if not shown above, will be shown in the Declarations.

A. Section II – Who Is An Insured is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by your acts or omissions or the acts or omissions of those acting on your behalf:

- 1. In the performance of your ongoing operations; or
- 2. In connection with your premises owned by or rented to you. However:
 - 1. The insurance afforded to such additional insured only applies to the extent permitted by law; and
 - 2. If coverage provided to the additional insured is required by a contract or agreement, the insurance afforded to such additional insured will not be broader than that which you are required by the contract or agreement to provide for such additional insured.

B. With respect to the insurance afforded to these additional insureds, the following is added to Section III – Limits Of Insurance: If coverage provided to the additional insured is required by a contract or agreement, the most we will pay on behalf of the additional insured is the amount of insurance:

- 1. Required by the contract or agreement; or
- 2. Available under the applicable Limits of Insurance shown in the Declarations; whichever is less.

This endorsement shall not increase the applicable Limits of Insurance shown in the Declarations.

HOLD HARMLESS AGREEMENT

Issued to: PR Department of Health, Medicaid Program, Purchases Division

The contractor , for itself , agents employees, successor and assigns agrees to save and hold harmless the owner from and against any and all claims , demands and/or suits whether judicial or extra judicial for any cost whatever arising out or related to the execution of the contract described below and its insurers shall defend the owner form such claims, demands and/or suits and shall bear all the expenses for such defense contemplated within the coverage and limits provided by this policy except where such claims, demands and/or suits are due solely to the negligence of

PR Department of Health, Medicaid Program, Purchases Division
(Owner)

Its officers, agents and/or employees. This endorsement does not extend, modify, increase limits of or otherwise alter the coverage provided by this policy.

SIXTY (60) DAYS CANCELLATION NOTICE

It is hereby understood and agreed that in the event of cancellation of the policy, sixty (60) days written notice shall be given to: **PR Department of Health, Medicaid Program, Purchases Division** prior said cancellation becomes in effect. This will apply only on cancellation requested by the company for other reasons than non-payment.

Waiver and/or Release or Subrogation Clause

The right of subrogation against **PR Department of Health, Medicaid Program, Purchases Division**, affiliated, associated and subsidiary corporation or companies and/or any partners or officers, is hereby waived. This insurance shall not be invalidated should the Insured warrant in writing prior to a loss any or all rights of recovery against any party for loss occurring to the property described herein.

Named Insured: Out of Home Media, LLC
Policy Number: DGLPR8482834
Effective Date: 3/24/2023 - 3/24/2024





Gobierno de Puerto Rico
 Administración de Servicios Generales
 Registro Único de Proveedores de

Servicios Profesionales

CERTIFICADO ÚNICO DE PROVEEDORES

FECHA DE EXPEDICIÓN

28 de abril de 2023

NÚMERO DE CERTIFICACIÓN

202333806

FECHA DE VENCIMIENTO

20 de diciembre de 2023

Nombre del Proveedor: GFR Media, LLC

Número de Proveedor: 3721

Dirección Postal: P O Box 9227512 San Juan, PR 00922

Teléfono: (787) 641-8000

Correo Electrónico: jahaira.adames@gfrpr.com

PERSONAS AUTORIZADAS A FIRMAR

| NOMBRE Y APELLIDOS | TÍTULO QUE OSTENTA |
|---------------------|--------------------|
| Francisco Brigantty | COO |
| Pedro Zorrilla | CEO |

Será responsabilidad de cada Agencia Ejecutiva, Corporación Pública o Municipio validar la elegibilidad del proveedor antes de otorgar cualquier contrato. Así como el de garantizar que el proveedor pueda ofrecer los servicios profesionales conforme a las normas que lo regulan.

ADVERTENCIA: Cualquier alteración anula este certificado y podría ser sancionado criminalmente conforme a las disposiciones aplicables del Código Penal de Puerto Rico.



Validación: <https://validacion.pr.gov/>, debe usar el número de certificado como código de validación

RV20220729

Handwritten signature



Gobierno de Puerto Rico
Administración de Servicios Generales
Registro Único de Licitadores

CERTIFICADO DE ELEGIBILIDAD

FECHA DE EXPEDICIÓN

31 de mayo de 2023

NÚMERO DE CERTIFICACIÓN

202336059

FECHA DE VENCIMIENTO

31 de mayo de 2024

Nombre del Licitador: GFR Media, LLC

Numero de Licitador: 3721

Unique Entity ID (SAM.gov): ZLJQC8L4EEM3

Dirección Postal: P O Box 9227512 San Juan, PR 00922

Teléfono: (787) 641-8000

Correo Electrónico: jahaira.adames@grpr.com

PERSONAS AUTORIZADAS A FIRMAR

| NOMBRE Y APELLIDOS | TÍTULO QUE OSTENTA |
|---------------------|--------------------|
| Francisco Brigantty | COO |
| Pedro Zorrilla | CEO |

Será responsabilidad de cada Agencia Ejecutiva, Corporación Pública o Municipio validar la elegibilidad del licitador antes de adjudicar cualquier procedimiento de adquisición, órdenes de compra u otorgar contratos. Así como el de garantizar que el licitador puede proveer los bienes y servicios no profesionales conforme las normas que lo regulan.

ADVERTENCIA: Cualquier alteración anula este certificado y podría ser sancionado criminalmente conforme a las disposiciones aplicables del Código Penal de Puerto Rico



Validación: <https://validacion.pr.gov/>, debe usar el número de certificado como código de validación

W



CERTIFICATE OF GOOD STANDING

I, **Omar J. Marrero Díaz**, **Secretary of State** of the Government of Puerto Rico,

CERTIFY: That, pursuant to Puerto Rico's General Law of Corporations, **GFR MEDIA, LLC**, register number **3688**, a **for profit domestic** Limited Liability Company organized under the laws of Puerto Rico on **September 3, 1968**, has complied with the payment of its Annual Fees.



IN WITNESS WHEREOF, the undersigned by virtue of the authority vested by law, hereby issues this certificate and affixes the Great Seal of the Government of Puerto Rico, in the City of San Juan, Puerto Rico, today, **January 3, 2023**.

Omar J. Marrero Díaz
Secretary of State

To validate this certificate go to:

<https://estado.pr.gov/>


This certificate is valid for one (1) year from issue date (Regulation 8688, Art. 26). However, it is subject to faithful compliance with the provisions of Chapter XV and Chapter XXI of Act 164-2009, as applicable.

Certificate Validation Number: **506756-71757534**



Gobierno de Puerto Rico
DEPARTAMENTO DE HACIENDA
Área de Rentas Internas

Certificación de Radicación de Planillas

 GFR MEDIA LLC
PO BOX 9227512
SAN JUAN PR 00922-7512

Fecha: 03 noviembre 2023
ID de Contribuyente: 05961-40032
ID de Correspondencia: L0168248512

Este Comerciante **ha cumplido** con la radicación de sus Planillas Mensuales de Impuesto sobre Ventas y Uso y/o Planilla Mensual de Impuesto sobre Importaciones.

ADVERTENCIA:

De no estar de acuerdo con esta información, deberá presentar su reclamación acompañada de la evidencia correspondiente en uno de nuestros Centros de Servicio al Contribuyente (SAC). Para conocer la localización de los SAC, puede acceder a www.hacienda.pr.gov. Si tiene preguntas relacionadas a este documento, puede comunicarse al Centro de Contacto Hacienda Responde al (787) 622-0123.

VALIDACIÓN

Para verificar si este Certificado es válido, acceda <https://suri.hacienda.pr.gov> y presione el enlace de "Validar Certificados y Licencias".

Vigencia: Este Certificado es válido hasta 30 días después de la fecha de emisión.



Certificación de Deuda

GFR MEDIA LLC
PO BOX 9227512
SAN JUAN PR 00922-7512

Fecha: 03 noviembre 2023
ID de Contribuyente: 05961-40032
ID de Correspondencia: L1401832640

Certifico que el contribuyente identificado en la parte superior de este documento no tiene deudas por ningún concepto incluyendo contribución sobre ingresos al día 03 noviembre 2023 en nuestro sistema.

IMPORTANTE:

De estar de acuerdo con esta información: deberá realizar el pago a través de SURI <https://suri.hacienda.pr.gov> a la mayor brevedad posible para así evitar la acumulación de intereses.

De no estar de acuerdo con esta información: deberá presentar su reclamación acompañada de la evidencia correspondiente en cualquiera de nuestros Centros de Servicio al Contribuyente (SAC). Para conocer la ubicación de estos centros, puede acceder a www.hacienda.pr.gov. Si tiene preguntas relacionadas a este documento, puede comunicarse con nuestro Centro de Llamadas Hacienda Responde al (787) 622-0123.

Advertencia: Este documento incluye un detalle de deuda de contribuciones asociadas a su cuenta con balances adeudados, incluyendo intereses, recargos, penalidades, multas y otros, a la fecha de emisión del mismo. Además, esta certificación no incluye deudas pendientes de tasar o en proceso de investigación a la fecha de emisión.


VALIDACIÓN:

Para verificar si este Certificado es válido, acceda <https://suri.hacienda.pr.gov> y presione el enlace de "Validar Certificados y Licencias".

Vigencia: Este Certificado es válido hasta 30 días después de la fecha de emisión.



Certificación de Radicación de Planillas

 GFR MEDIA LLC
PO BOX 9227512
SAN JUAN PR 00922-7512

Fecha: 03 noviembre 2023
ID de Contribuyente: 05961-40032
ID de Correspondencia: L1732068544

Contribución sobre Ingresos - Entidad Jurídica

Año Contributivo Estatus

| | |
|------|-------------------|
| 2022 | Planilla radicada |
| 2021 | Planilla radicada |
| 2020 | Planilla radicada |
| 2019 | Planilla radicada |
| 2018 | Planilla radicada |

Advertencia:

De no estar de acuerdo con esta información, deberá presentar su reclamación acompañada de la evidencia correspondiente en uno de nuestros Centros de Servicio al Contribuyente (SAC). Para conocer la localización de los SAC, puede acceder a www.hacienda.pr.gov. Si tiene preguntas relacionadas a este documento, puede comunicarse al Centro de Contacto Hacienda Responde al (787) 622-0123.

VALIDACIÓN

Para verificar si este Certificado es válido, acceda a <https://suri.hacienda.pr.gov> y presione el enlace de "Validar Certificados y Licencias".

CERTIFICADO DE REGISTRO DE COMERCIANTE

Nombre de localidad:

GFR MEDIA LLC
50 CARR. 165 SECTOR BUCHANAN
PARQUE INDUSTRIAL AMELIA
GUAYNABO PR 00968-8024

Nombre legal:

GFR MEDIA LLC
50 CARR. 165 SECTOR BUCHANAN
PARQUE INDUSTRIAL AMELIA
GUAYNABO PR 00968-8024

0255337-0320

Agente retenedor

Fecha de emisión:

01-oct.-2023

Fecha de expiración:

30-sep.-2025

Tipo de certificado: Comerciante

Código NAICS:

32311

45299

51111

54189

Actividad comercial:

Impresión

Otras Tiendas de Mercancía en General

Editoriales de Periódico

Otros Servicios de Publicidad

Certifico que este comerciante está inscrito en el Registro de Comerciantes del Departamento de Hacienda.



**Secretaria Auxiliar
Área de Rentas Internas**

Este certificado no es transferible y deberá exhibirse en todo momento en un lugar visible al público en la localidad indicada.
Para verificar si este certificado es válido, acceda a <https://suri.hacienda.pr.gov> y presione el enlace "Valide certificados y licencias".



L2065598656



CERTIFICACIÓN DE PÓLIZA DE SEGURO

A: A quien pueda interesar

Certificamos que el patrono **GFR MEDIA LLC**, con póliza **3512007900**, cumple con los siguientes requisitos para la obtención de la cubierta para sus obreros o empleados, en caso de ocurrir un accidente de trabajo.

1. Rindió su declaración de nómina en: **20/07/2023**.
2. Su póliza cubre los siguientes riesgos:

| Riesgo | Descripción |
|----------|--------------------------|
| 4299-123 | Periodicos E Imprentas |
| 4312-354 | Dist.vent.period.revista |
| 4361-352 | Fotografías |
| 8292-349 | Neg. De Almacenaje (nic) |
| 8742-354 | Cobradores Y Mensajeros |
| 8810-350 | Oficinistas Delineantes |
| 8871-350 | Trabajo A Distancia |

3. Pagó las primas establecidas por el Administrador en:

| Semestre | Fecha de Vencimiento (DD/MM/YYYY) | Fecha de Pago (DD/MM/YYYY) |
|----------|--------------------------------------|-------------------------------|
| 1 | 21/08/2023 | 18/08/2023 |
| 2 | 22/01/2024 | |

4. Propósitos:

- **Certificación otorgada para la firma de contrato. Deberá solicitar nueva certificación antes de comenzar los trabajos.**

5. Observaciones:

- **Esta certificación no será válida para efectuar ningún tipo de trabajo, sólo se emite como evidencia de cubierta de seguro obrero para el propósito mencionado en la parte 4 (propósito de la certificación) de este documento.**
- **Certificación sujeta al pago de las cuotas impuestas en las fechas establecidas por el administrador en la notificación de cobro de primas de seguro obrero.**

6. Esta certificación es válida hasta el 30 de junio de 2024.

Esta certificación no será válida sin el Código de Verificación Electrónica. Favor de verificar la validez de esta Certificación usando el Código de Verificación Electrónica en **portal.fondopr.com** - Verificación de Certificación.





CERTIFICACIÓN DE PÓLIZA DE SEGURO

Portal / CFSE
Funcionario

CFSE02-109
octubre 2019



Generado Electrónicamente

31/10/2023

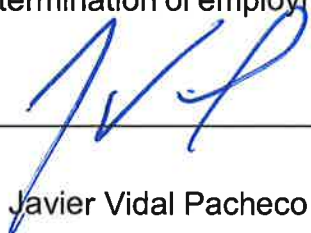
Fecha de Emisión
(DD/MM/YYYY)



Attachment J - Sec. 3.2.4 Certification| Conflict of Interest

I, Javier Vidal Pacheco, of legal age and resident of Dorado, Puerto Rico, Commercial Vice President of GFR Media, LLC, to the best of my knowledge and belief, certify under penalty of perjury, that except as noted below, of GFR Media, LLC or any person associated therewith in the capacity of owner, partner, director, officer, principal, project director, manager, auditor or any position involving administration of Commonwealth, State and Federal Funds:

- The Contractor shall not knowingly employ, during the period of this contract or any extensions to it, any professional personnel who are also in the employ of the Commonwealth and providing services involving this contract or services similar in nature to the scope of this contract to the Commonwealth. Furthermore, the Contractor shall not knowingly employ, during the period of this contract or any extensions to it, any Commonwealth employee who has participated in the making of this contract until at least two years after his/her termination of employment with the State.

By: 
Javier Vidal Pacheco

Affidavit # 1255

Sworn to and subscribed before me by Javier Vidal Pacheco, of legal age, contractor and resident of Dorado, Puerto Rico, personally known to me, in Guaynabo, Puerto Rico on this **6th day of November, 2023.**


Notary Public



Initials: JV

Campaign; 2023-PRMP-RPC-008

Recertification Publicity Campaign
Request for Proposal (RFP)

Medicaid Program
16 Weeks Media Plan



| Media | Service Provider | Description | Qty | | Total Investment | |
|---|---|--|--|-----------|------------------|---------------------|
| | | | Quantity | Wks | | |
| <u>Creatives design and assets</u> | For all media formats | | | | \$ 106,100 | |
| <u>Newspapers</u> | | | | | | |
| Mini Wraps | El Nuevo Día | | | 1 | 10,000 | |
| Full Pages / Full Color | El Nuevo Día | | 28 | 14 | 112,000 | |
| 8 pages insert | El Nuevo Día | 112.5K copies/ Wednesday | 112,500 | 1 | 7,000 | |
| Special Distribution | eMotions | 100,000 non suscribers households | 175,000 8-page insert distribution | 275,000 | 2 | 7,000 |
| Mini Wraps | Primera Hora | | | 1 | 8,000 | |
| Full Pages / Full Color | Primera Hora | | 28 | 14 | 84,000 | |
| 8 pages insert | Primera Hora | 112.5K copies/ Thursday | 112,500 | 1 | 7,000 | |
| <u>Printing Services</u> | eMotions | Educational 8-page 500K copies | Flyers & street signage; Includes design | 500,000 | - | 25,000 |
| <u>Digital</u> | | | | | | |
| Banners Agrandados | GFR Media Network | 100,000 impressions weekly | | 1,400,000 | 14 | 117,600 |
| Push Notifications | El Nuevo Día | Alerts in El Nuevo App | Estimated 200K users | 200,000 | 6 | 30,000 |
| Push Notifications | Primera Hora | Alerts in Primera Hora App | Estimated 125K users | 125,000 | 6 | 15,000 |
| Emails Campaings | GFR Media Network | 150K | Total 900K from 1.9MM users | 900,000 | 6 | 18,000 |
| Sponsored Post - Facebook | El Nuevo Día | Facebook El Nuevo Día | Over \$2 million followers | 11 | 11 | 22,000 |
| Sponsored Post - Facebook | Primera Hora | Facebook Primera Hora | Over \$2 million followers | 11 | 11 | 14,850 |
| Text Messaging | Turnos PR | Targeted ads in 250K text messages to users | Targeted per event location | 250,000 | 5 | 162,500 |
| Programmatic | Google Ads | 100,000 impressions weekly | | 1,400,000 | 14 | 117,600 |
| <u>Out of Home Media</u> | | | | | | |
| Digital Billboards | GFR Media Network | 30 Billboards (weekly) | Rotating according to the events | 420 | 30 | 168,000 |
| Digital Billboards Blast | GFR Media Network | 65 Billboards during 2 days, twice | Rotating according to the events | 130 | 2 | 26,000 |
| Indoor Media | Turnos PR | 50 Locations weekly | | 700 | 14 | 56,250 |
| Indoor Media Blast | Turnos PR | 100 locations 2 days | | 200 | 2 | 7,200 |
| <u>Mailing</u> | Linkactive | 866,971 households identified as prospects for the campaign (Home value less than \$150K). | Include Postage and printed material | 900,000 | 5 | 405,222 |
| <u>Telemarketing</u> | Linkactive | 5 customer representatives attending calls M-F (16 weeks) | Estimated total 36K calls | 36,000 | 16 | 69,000 |
| <u>Events</u> | | | | | | |
| Bayamon | Free of charge massive events with artistic events, food/beverage and educational seminars. | Bayamón | Ruben Rodriguez or similar | 1 | | 165,000 |
| Carolina | | Carolina | Guillermo Angulo or similar | 1 | | 165,000 |
| Ponce | | Ponce | Complejo Ferial or similar | 1 | | 165,000 |
| Arecibo | | Arecibo | Manuel Iguina or similar | 1 | | 165,000 |
| Mayaguez | | Mayaguez | Palacio Deportes or similar | 1 | | 165,000 |
| <u>Promotions</u> | Flyers distribution in street lighths | 4 promoter teams in strategic locations | In person handout of educational material | 45,000 | 11 | 25,950 |
| <u>Street Marketing</u> | Street Signage in 300 spots to drive traffic to the Events | Flyers | 5 Geographical Areas | 1,500 | 5 | 37,500 |
| <u>Radio</u> | SBS & WKAQ | 640 Radio Spots in SBS and WKAQ | 50 / 50 distribution Daytime and Primetime | - | 640 | 80,000 |
| <u>TV</u> | 3 major local TV Stations & Cable TV | 900 Total TV Spots in WAPA, Telemundo, Teleonce & Liberty | 50 / 50 distribution Daytime and Primetime | - | 900 | 391,500 |
| <u>Reports</u> | POP's and Campaign Reports | Dedicated administratives personel and Project Manager and Coordinator | | - | 7 | 25,000 |
| Total | | | | | | \$ 2,980,272 |

Initials: JK

Medicaid Program
16 Weeks Media Plan



| Media | Service Provider | Description | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 | Week 11 | Week 12 | Week 13 | Week 14 | Week 15 | Week 16 |
|---|---|---|---------|--------|---------|--------|---------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|
| | | | Phase 1 | | Phase 2 | | Phase 3 | | | | | | | | | | | |
| Creatives design and assets | For all media formats | | 1 | 1 | | | | | | | | | | | | | | |
| Newsletters | El Nuevo Dia | 112.5K copies/ Wednesday | | | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Mini Wraps Full Pages / Full Color 8 pages insert | El Nuevo Dia | | | | | | 112.5 | | | | | | | | | | | |
| Special Distribution | eMotions | 100,000 non subscribers households | | | | | 100 | | | 175 | | | | | | | | |
| Mini Wraps Full Pages / Full Color 8 pages insert | Primera Hora Primera Hora Primera Hora | 112.5K copies/ Thursday | | | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Printing Services | eMotions | Educational 8-page 500K copies | | | | | 500 | | | | | | | | | | | |
| Digital | | | | | | | | | | | | | | | | | | |
| Banners Agrandados | GFR Media Network | 100,000 impressions weekly | | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Push Notifications | El Nuevo Dia | Alerts in El Nuevo App | | | 200 | 200 | | 200 | | | 200 | | | 200 | | | | 200 |
| Push Notifications | Primera Hora | Alerts in Primera Hora App | | | 125 | 125 | | 125 | | | 125 | | | 125 | | | | 125 |
| Emails Campaigns | GFR Media Network | 150K | | | 150 | 150 | | 150 | | | 150 | | | 150 | | | | 150 |
| Sponsored Post - Facebook | El Nuevo Dia | Facebook El Nuevo Dia | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Sponsored Post - Facebook | Primera Hora | Facebook Primera Hora | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Text Messaging | Turnos PR | Targeted ads in 250K text messages to users | | | | | 50 | | | 50 | | | 50 | | | 50 | | 50 |
| Programmatic | Google Ads | 100,000 impressions weekly | | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Out of Home Media | | | | | | | | | | | | | | | | | | |
| Digital Billboards | GFR Media Network | 30 Billboards (weekly) | | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Digital Billboards Blast | GFR Media Network | 65 Billboards during 2 days, twice | | | 65 | | | | | | 65 | | | | | | | |
| Indoor Media | Turnos PR | 50 Locations weekly | | | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| Indoor Media Blast | Turnos PR | 100 locations 2 days | | | 100 | | | | | | 100 | | | | | | | |
| Mailing | Linkactive | 866,971 households identified as prospects for the campaign (Home value less than \$150K) | | | | | 180 | | | 180 | | | 180 | | | 180 | | |
| Telemarketing | Linkactive | 5 customer representatives attending calls M-F (16 weeks) | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 |
| Events | | | | | | | | | 1 | | | | | | | | | |
| Bayamon | Free of charge massive events with artistic events, food/beverage and educational seminars. | Bayamón | | | | | | | | | | | | | | | | |
| Carolina | | Carolina | | | | | | | | | | | | | | | | |
| Ponce | | Ponce | | | | | | | | | | | | | | | | |
| Arecibo | | Arecibo | | | | | | | | | | | | | | | | |
| Mayaguez | | Mayaguez | | | | | | | | | | | | | | | | |
| Promotions | Flyers distribution in street lights | 4 promoter teams in strategic locations | | | | 2 | 2 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | | |
| Street Marketing | Street Signage in 300 spots to drive traffic to the Events | Flyers | | | | 300 | | | | 300 | | | 300 | | | | | |
| Radio | SBS & WKAQ | 640 Radio Spots in SBS and WKAQ | | | 50 | 45 | 45 | 45 | 45 | 45 | 45 | 50 | 45 | 45 | 45 | 45 | 45 | 45 |
| TV | 3 major local TV Stations & Cable TV | 900 Total TV Spots in WAPA, Telemundo, Teleonce & Liberty | | | 68 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 |
| Reports | POP's and Campaign Reports | Dedicated administrative personnel and Project Manager and Coordinator | | | | 1 | | | 1 | | 1 | | 1 | | 1 | | | 1 |

Initials: *W*