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QUESTIONS AND ANSWERS #2

Contract Title: ON-LINE JOB POSTINGS AND EMPLOYMENT ADVERTISING
Project No. 050B040003
Pre-Bid Conference Held on April 29, 2010

QUESTION 7: Do you have suggestions for an organization to use or know who others are using in order to determine the “specified number of hits per month for the Bidder's website”?

ANSWER: The reputable company that DBM is familiar with to verify the number of hits for a website is Quantcast.com. This company provides data on both the number of visits and the number of people per website. It also provides some demographics on the websites analyzed. However, if your company uses a different company to determine the success of your business website that is acceptable as well, as long as it can provide the same type of information and is reputable and known in the industry.

QUESTION 8: What is meant by the term “hits” – “page views” / “visits” or “unique visitors” / “people”?

ANSWER: The term “hits” for the purposes of this solicitation means the number of page views or visits to a particular job posting website or a network of websites utilized to post the specific job requested.

~Effective Resource Management~

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