



QUESTIONS AND CLARIFICATIONS

Transit Advertising Services

RFP # 2017-001

Page #1

1. Clarify ART fleet

Total number of buses in ART fleet	77 buses
ART buses available for advertising program	42 buses

2. Change of the interview date from May 8, 2017

The date for the interviews, if interviews are requested, shall remain Monday, May 8, 2017

3. Additional advertising opportunities

Since release of the RFP 2017-001, additional advertising media became available. ART will be installing, by end of Fall 2017, 77 real-time TV monitors on board entire ART fleet. 42 monitors will be available for the sale of advertising. Prospective proposers should include this advertising medium on the proposal

4. Definition of existing vs. new advertising definition. For example, if an advertiser's contract was for \$50,000 but the renewal of the contract is at \$100,000, what would be the definition of new vs. old advertising level and calculation of earned commissions?

For the purposes of RFP 2017—001 the difference in contract amount would be considered eligible for “new” commission structure. Final terms and definitions will be negotiated in the Terms & Conditions of the agreement between ART and Contractor

5. Page 24 Section 9b – ATN Does Not Make Advance Payments. Current agreement with the ATN allows for draw against commission, will this payment structure be terminated?

Language on Page 24 Section 9b pertains to the submission of the proposal and protest procedures associated with the proposal evaluation and submittal process. This does not apply to the payment terms to be negotiated in the final agreement

6. What is the commission structure for Trade Advertising?

To be proposed by the prospective proposer



QUESTIONS AND CLARIFICATIONS

Transit Advertising Services

RFP # 2017-001

Page #2

- 7. *Please define purpose of Quality Control statement on Page 9 Section 2.4.4***

Remove Section 2.4.4. from the RFP 2017-001

- 8. *How should advertising for charitable and/or non-profit causes be treated?***

Propose your recommendation in the response to RFP 2017-001