

QUESTIONS AND ANSWERS FOR THE REQUEST FOR PROPOSALS

TO PROVIDE INTERIOR AND EXTERIOR BUS ADVERTISING SERVICES

Issued by

Transit Management of Central Maryland dba the
Regional Transportation Agency of Central Maryland

Issue Date

June 22, 2021

INTERIOR AND EXTERIOR BUS ADVERTISING RFP AMENDMENT 1

Question 1. Please provide any previous history on the bus advertising for the vehicles (Revenues billed to advertisers) 2019, 2020, 2021 YTD

Response 1 RTA does not provide information regarding Contractual performance with vendors as part of the solicitation process.

Question 2. Please provide the terms/Guarantees and revenues received by the RTA for revenues reported by the contractor and shared with the RTA and any Minimum Guarantees.

Response 2. RTA does not provide information regarding Contractual performance with vendors as part of the solicitation process.

Question 3. There is no specific identification of ad displays being allowed. RFP Section I, Item D Advertising Space: Mentions to work around logo displays and Designs. Our question is as follows: Regarding displays Will-Kings, Queens, Kongs, King Kongs, Full Wrap, Window Wraps, Tails, be allowed? (I attached an example of the displays) Logo branding would all be effected. Attached are the examples we have done and what type of ads are currently allowed or in the past? Any pictures?

Response 3: All types of displays will be allowed. However, the dimensions of any advertising material cannot exceed the surface area of the bus. We will work with contractors on placement of the bus markings. Bus pictures are attached.

Question 4. Clarification on Branding vs space to advertise

Response 4. We are interested in generating the greatest amount of revenue possible and completely utilizing all available advertising space. RTA will work with the Contractor on placement of bus markings.

Question 5. Can there be consideration to move their logos or branding for advertising?

Response 5. RTA will work with the Contractor on placement of bus markings.

Question 6. If All 64 units have interior rails?

Response 6. Yes

Question 7. Are full wraps allowed? If not, would it be considered if, required markings are configured? Example, bus ID#, RR Crossing, etc. yes

Response 7. See response to Question 3

Question 8. Are there current advertisers in place?

Response 8. There is currently a vendor in place responsible for generating revenues from placing advertising on RTA vehicles.

Question 9. What have the revenues been for the past 3 years?

Response 9. See response to Question 2

BUS PICTURES





