



**Request for Bids  
Transit Bus Advertising  
RFP No.: P16-024**

**Purchasing Department  
73 Harlow Street  
Bangor, Maine 04401  
207-992-4282**

**Issue Date: March 21, 2016**

**Addendum No. 1**

The following questions have been submitted. The City's responses to the questions follow in *Italics*.

1. Can you provide NET revenue for the past 5 years?

*A:*

| <b>Advertising Revenue</b> |                    |                    |                    |                    |                    |
|----------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| <b>Dept.</b>               | <b>FY11</b>        | <b>FY12</b>        | <b>FY13</b>        | <b>FY14</b>        | <b>FY15</b>        |
| 1108                       | \$ 7,896.43        | \$ 7,044.43        | \$ 8,629.49        | \$ 9,938.18        | \$ 9,652.44        |
| 1109                       | \$11,844.04        | \$10,807.99        | \$12,943.51        | \$15,203.26        | \$14,452.96        |
| 1111                       | \$59,030.48        | \$50,437.50        | \$61,530.04        | \$69,750.73        | \$67,567.16        |
| 1110                       | \$ 3,888.25        | \$ 3,492.75        | \$ 4,314.51        | \$ 4,752.07        | \$ 4,560.54        |
| <b>Total</b>               | <b>\$82,659.20</b> | <b>\$71,782.67</b> | <b>\$87,417.55</b> | <b>\$99,644.24</b> | <b>\$96,233.10</b> |
| Budget for FY16 \$100,000  |                    |                    |                    |                    |                    |

2. What is current revenue amount guaranteed to the transit system per year?

*A: There is no vendor under a current contract, so there is no guaranteed amount.*

3. What is the current % share between transit and current vendor?

*A: When there is a media buyer or any ad agency involved there is a 70/30 percent split.*

4. Can you provide a list of buses by size, make and model?

*A: Please see attached list.*

5. Are full wraps, half wraps, partial wraps allowed on all buses?

*A: Yes, to all wrap sizes.*

6. Are buses assigned to routes or do they rotate throughout all routes?

*A: Most buses are rotated but some larger buses, due to size and demographics, stay primarily on certain routes. However, as noted in the RFP, there is no guaranteed assigned route for each bus.*

7. What is the contract start date?

*A: July 1, 2016*

8. Will the current advertiser's contracts be transferred to the new vendor?

*A: No.*

9. Can you provide a list of all current advertisers – their monthly billing and contract end date?

*A: We are under no current contract but use ATA Outdoors, as necessary.*

All other terms, conditions and specifications remain the same.

Please acknowledge this addendum by signing the acknowledgement below and returning this page with your bid. If you have already submitted a bid and would like to make a change reflecting this addendum, you may request in writing your bid be returned to you.

The following Addendum(s) is/are hereby acknowledged:

**Addendum No. 1 – Issued March 21, 2016**

\_\_\_\_\_  
Business Name

\_\_\_\_\_  
Name (print or type)

\_\_\_\_\_  
Signature