



In-Theater Billboard Services & Coalition Advertisements for Toll Booths, Bus Shelters and Highway Billboards
Reposted on 8/2/2010

Questions and Answers

- 1) Is the Coalition requesting a company to design the print advertising? **No.**
- 2) Does the Coalition have an approximate budget for this project so we can determine the amount of ad space? **\$18,000.**
- 3) Does the Coalition have a video to run in the theaters or do you need to have that included in the bid? **No, they will produce the video that will be a 60-90 sec spot.**
- 4) Is the Coalition looking for advertising strictly in Miami-Dade area, if not what regions do you want to cover? **Miami-Dade and Monroe County.**
- 5) Should the budget be spread out evenly September through June or are there specific months that need an extra push? **There will be a push, but this is for a later discussion.**
- 6) Are there any required percentage splits between Monroe and Miami- Dade that we should be aware of? For example, Miami-Dade gets 80% of budget, Monroe gets 20%??? **Yes, but again, for later discussion.**
- 7) The RFQ indicates theater, toll booth, billboard and bus shelter advertising. Are there any required budget splits we should be aware of? For example, theater advertising must get 50% of budget while balance is split between the others??? **Yes, but will not know until prices for each are determined.**