



**Request for Quote**  
**In-theater Billboard Services & Coalition Advertisements for Toll Booths,**  
**Bus Shelters and Highway Billboards**  
**Date Released, July 12, 2010**

The Early Learning Coalition of Miami-Dade/Monroe ("the Coalition"), a Florida not-for-profit corporation, is seeking a qualified, certified, and registered marketing/PR/media company to procure the lowest rate **In-Theater Billboard Services and Coalition Advertisements for Toll Booths, Bus Shelters and Highway Billboards for the Coalition's Voluntary Pre-kindergarten Services.**

In order to select a vendor to deliver the above-referenced services, The Coalition requests a quote for services based on the specifications listed below. The quote for services will include the following information: company name and address with year incorporated, if applicable; total amount for services; and the quote should be signed and dated by an authorized representative of the vendor. Upon receipt of all quotes, the Coalition will review and make a decision based on the best value offered. Most importantly, the selected vendor will be required to enter into an agreement with the Coalition so to guarantee the specifications listed, as well as to ensure adherence to all applicable state and/or federal laws.

The Coalition would like to thank you in advance for your time and attention to this matter. Should you have any questions and/or comments, please submit them no later than **Monday, July 19, 2010** via the contact information listed below.

Description of Services:

- ❖ To place a Coalition designed billboard and run a video of the Coalition in various movie theaters, as well as bus shelters, highway billboards and toll booth areas;
- ❖ The Coalition video will be featured with films that target children, rated G or PG only; and
- ❖ The billboards, advertisements and videos will be featured within the movie theaters from **August 2010 to June 2011** and will display items related to the Coalition's Voluntary Pre-kindergarten Services.

Please submit your quote no later than **Thursday, July 22, 2010** to Early Learning Coalition located at 2555 Ponce de Leon, Suite 500, Coral Gables, FL 33134.

Lissandra Curbelo  
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