

ADDENDUM TWO RFP to Provide Transit Advertising Sales September 6, 2023

The following are answers to questions received by GATRA since the issuance of the Request for Proposals.

- 1. Please provide a list of the vehicles including brand, type, and size? Please see attached list.
- 2. What formats of advertising will be allowed?
 - a. Partial Wraps
 - b. Tail Advertising
 - c. Interior Advertising
 - d. Queen Displays
- 3. Will direct application be allowed? This is a possibility but will be on a case-by-case basis.
- 4. Does GATRA have a contractor currently and can we see a copy of that contract? *GATRA is currently under contract with Vector Media. A copy of this contract has been attached.*
- 5. Can you provide ad revenues from the previous four years? 2019: \$53,501, 2020: \$45,432, 2021: \$46,155, and 2022: \$73,866
- 6. Please provide information on bus station and shelter advertising, including a list of locations and ad space types. *This list is attached.*

List of Attachments: Vehicle Listing

Bus Shelter Listing

Current Advertising Contract

Fixed Route		Frames
6 New Flyer Midi Bus - 30'	Plymouth Area Routes	Х
10 Ford E450 Cutaways	Plymouth/Wareham	Х
7 Gillig - 30' Low Floor Transit	Attleboro/Taunton	Х
6 Gillig - 35' Low Floor Transit Buses	Attleboro/Taunton	х

Demand Response

2 14 passenger Ford E450 cutaways	Franklin/Foxboro/Wrentham/Norfolk
3 14 passenger Ford E450 cutaways	Attleboro/Taunton
1 14 passenger Ford E450 cutaways	Plymouth/Wareham
6 8-12 passenger Ford E350 cutaways	Franklin/Foxboro/Wrentham/Norfolk
14 8-12 passenger Ford E350 cutaways	Plymouth/Wareham
26 8-12 passenger Ford E350 cutaways	Attleboro/Taunton

GATRA Shelter List

All shelters have ad space 72" h x 52" w.

- 1) Attleboro
 - A) BCC 11 Field Avenue
 - B) Brook Manor 41 North Street
 - C) Maple Terrace Rt. 123/ Maple Terrace & Thatcher Street
 - D) Oakhurst/Elderly Housing Rt. 123/ South Avenue
 - E) Attleboro Crossing Rt. 152/South Main Street
- 2) North Attleboro
 - A) Triboro Plaza Rt. 152/55 Robert F Toner Boulevard
 - B) North Hub East & Holbrook Sts.
- 3) Norton
 - A) Woodland Meadows 120 West Main Street
- 4) Seekonk
 - A) Benny's Plaza 17 Central Avenue
- 5) Taunton
 - A) Taunton High School 50 Williams Street
 - B) Weir Plain & Water Streets
 - C) Whittenton 430 Bay Street
- 6) Wareham
 - A) Train Station 273 Main Street
 - B) Hynes's Field Onset Ave.

TRANSIT ADVERTISING AGREEMENT

THIS AGREEMENT, made and entered into this \(\sum_{\text{day}} \) day of August, 2007, by and between the GREATER ATTLEBORO TAUNTON REGIONAL AUTHORITY (GATRA), having its principal office at 10 Oak Street, 2nd Floor Taunton, MA 02780, hereinafter referred to as the "Authority", and Direct Media, Inc., with its principal office located at 53 Plain Street, Braintree, MA, hereinafter referred to as "DMI".

GRANT OF RIGHTS: The Authority hereby grants DMI, sole exclusive advertising rights to the interior and exterior of the GATRA bus system. This advertising agreement will commence the 1st day of August, 2007 and terminate the 30th day of June, 2010, subject to the mutual annual renewal of said advertising program. This agreement will renew on an annual basis unless one party notifies the other party within sixty days of annual renewal of said agreement.

<u>COMPENSATION</u>: DMI hereby agrees to pay and the Authority agrees to accept as payment under this Agreement, the following revenue payments:

- a. Sixty (60) percent of net collected sales, for the period August 1, 2007 through June 30, 2010 and any subsequent option periods.
- b. Said payments are on collections and are to be made monthly on or before the twenty-fifth (25th) of each month. Along with a monthly sales report and new contracts for the preceding month.

All advertisements shall be of reputable character and advertisements of an objectionable nature shall, at the written request of the Authority, be immediately removed. Advertising of alcohol and tobacco products and anything political in nature will not be permitted on the Authority's vehicles.

DMI shall have full control of the rates and prices to be charged for the advertising and the terms, conditions and manner of payment by advertiser.

The Authority shall supply and use reasonable care for the protection of advertising frames.

Upon termination of this contract by expiration, DMI shall assign and transfer to the Authority all contracts for advertising on buses, and such contracts shall thereupon become the property of the Authority or its assigns. The Authority or its assigned sales representative shall pay to DMI a 20% sales commission on existing advertising contracts in place upon termination of said agreement.

Written notice shall be given to the parties at the following addresses:

- (1) Greater Attleboro Taunton Regional Transit Authority 10 Oak Street, 2nd Floor Taunton, MA 02780
- (2) Direct Media, Inc. 53 Plain Street, Suite 7 Braintree, MA 02184

IN WITNESS WHEREOF, the parties hereto have caused these presents to be signed by their duly authorized officers of the day and year above written.

GREATER ATTLEBORO TAUNTON REGIONAL TRANSIT AUTHORITY

DIRECT MEDIA, INC.

Francis J. Gay, Administrator

Date

Mark Geden, Managing Partner

Date