



*****ADDENDUM THREE*****
RFP to Provide Transit Advertising Sales
September 8, 2023

The following are answers to questions received by GATRA since the issuance of Addendum Two.

1. Please provide ad frame sizes and position of frames on buses. Will these existing frames remain on the buses? *Frames will remain on buses, king size frames streetside and tail advertising frames.*
2. Are the revenue figures that were provided the Net 60% paid to GATRA? *The provided revenues are GATRA's portion of the revenues.*
3. How much of the revenues were garnered through bus shelter advertising? *The current percentage of revenues garnered through bus shelter advertising is 40% but does vary based on sold space.*
4. Is there advertising currently on the demand response vehicles? If so, is direct apply vinyl used on these? *GATRA currently does not offer advertising on its demand response vehicles. Going forward we would allow vinyl application.*