

Mid Bay Bridge Toll Plaza Request for Proposals Display Advertising

The Mid-Bay Bridge Authority (MBBA) has available Display Advertising Panels on the outside front windows of toll booths facing North and South bound traffic crossing the Mid Bay Bridge.

There are 3 display windows available facing South bound traffic into Destin and 3 display panels facing North bound traffic departing Destin. The 3 display windows facing north will be contracted to a single advertiser and the display advertisement must be the exactly the same design in each window. The same guidelines apply to the 3 south facing windows.

Each display panel is 40” H by 38” wide. The MBBA will be responsible for contracting for the production and installation of the display panels, but the advertiser will be responsible for the cost of production and installation of the display panels. The estimated production cost for 3 display panels is \$1,000.

The advertiser will be responsible for providing the MBBA display advertisement design and artwork in the specified digital vector art file format.

The MBBA is now accepting bids from advertisers to advertise on the display panels for a minimum period of one year beginning July 1, 2022. Final contract will offer three annual renewal options for a maximum contract period of four years. Separate bids must be submitted for the North and South panels. The minimum bid accepted will be \$500 per month for each South bound panel (bid x 3 = monthly amount) and \$200 per month for each North bound panel (bid x 3 = monthly amount).

Each bid must include the annual payment rate. All bids must be in a sealed envelope and received by mail or hand delivery to the MBBA office at 4400 East Highway 20, Suite 501, Niceville, FL by the close of business on May 31, 2022.

Bid submittal forms and additional information is available on the Mid Bay Bridge Authority website: <http://www.mid-bay.com/public-notices/bid-rfq-notices/>

**Mid Bay Bridge Authority
4400 East Highway 20, Suite 501
P.O. Box 5037
Niceville, FL 32578-5037
Phone: 850 -897-1428
Fax: 850- 897-2685
Email: Info@mid-bay.com**

Mid-Bay Bridge Toll Plaza North Facing Display Advertising Bid

Mid-Bay Bridge Authority Toll Booth Display Advertising Bid

Advertiser: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

3 - North Facing Toll Booth Displays (facing South bound traffic)

Annual Bid Amount: _____

(Minimum of one (1) year) (Price per panel X 3 = Monthly rate, X 12 = Annual Rate)

- A. Advertiser will have the option of being invoiced monthly, quarterly or annually.
- B. In the event of tie bids, the tie breaker will be determined by the following criteria:
 - 1. If current advertiser submits tie bid, contract will be awarded to the current advertiser.
 - 2. Otherwise, the earliest time/date proposal bid received by the Mid Bay Bridge Authority will be awarded the contract.
- C. Display advertisements from competitive brands or companies will not be accepted on opposite faces of the toll booths.



MID-BAY

www.MID-BAY.com

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Mid-Bay Bridge Toll Plaza South Facing Display Advertising Bid

Mid-Bay Bridge Authority Toll Booth Display Advertising Bid

Advertiser: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

3 - South Facing Toll Booth Displays (facing North bound traffic)

Annual Bid Amount: _____

(Minimum of one (1) year) (Price per panel X 3 = Monthly rate, X 12 = Annual Rate)

- A. Advertiser will have the option of being invoiced monthly, quarterly or annually.
- B. In the event of tie bids, the tie breaker will be determined by the following criteria:
 - 1. If current advertiser submits tie bid, contract will be awarded to the current advertiser.
 - 2. Otherwise, the earliest time/date proposal bid received by the Mid Bay Bridge Authority will be awarded the contract.
- C. Display advertisements from competitive brands or companies will not be accepted on opposite faces of the toll booths.



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