

**OHIO TURNPIKE AND
INFRASTRUCTURE COMMISSION**
682 Prospect Street
Berea, Ohio 44017

**REQUEST FOR PROPOSALS
FOR
MARKETING AND ADVERTISING SALES SERVICES
FOR THE OHIO TURNPIKE SERVICE PLAZAS, TOLL
PLAZAS AND TURNPIKE MAINLINE ROADWAY**

RFP Issue Date: December 4, 2017

Inquiry End Date: December 22, 2017

**Proposals from Selected Firms to be received no later than:
5:00 P.M. (Eastern), January 17, 2018**

ATTENTION OF RESPONDENTS IS DIRECTED TO:

ANSWERS TO QUESTIONS RECEIVED THROUGH 12:00 P.M. ON JANUARY 8, 2018

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Q#39 Brochure - what is the current rate structure in place for advertisers to participate in this program? I would also like to know the same on rate structure for the map.

A#39 The current fee to display an advertiser's literature is \$20.38 per month, per plaza. The Commission does not have the current rate structure readily available for the maps.

Q#40 Who is the current provider of this service?

A#40 Travel Boards, Inc.

Q#41 Interactive Service Plaza Board - Are there already interactive boards in place? If so are they are they at all locations, or which ones have them?

A#41 The boards are not currently interactive. However, they do utilize an RSS feed that provides traffic & weather alerts. They are currently at all locations

Q#42 Would the company taking over this need to provide their own equipment/boards or simply sell the content on an existing network?

A#42 The Commission anticipates the provider updating the display media.

Q#43 What is the current rate structure in place for advertisers to participate in this program?

A#43 The Commission does not have the current rate structure readily available.

Q#44 How does the \$205,000 break down (who are the clients signed up for this service)

A#44 Please see the response to Q#43.

Q#45 Who is the current provider of this service?

A#45 Travel Boards, Inc.

Q#46 In the Q/A I did not see the current % share for this section

Request for Proposals
Marketing and Advertising Sales Services
Q&A #2

A#46 The Commission currently generates 33% of the revenue for the service plaza board displays.

Q#47 We do have a clarifying question about the Small Business Utilization. Since this response only includes a percentage of revenue share and is not based on a specific amount, it is not possible to target 15% of a certain dollar amount for SBE subcontracting. We will aim to work with SBE businesses but the amounts would be unknown at this time. Can you provide any direction as to this form?

A#47 Demonstrating commitment with the certified firm(s) to perform certain aspects of the scope of services, and providing an estimated dollar amount or percentage is sufficient for demonstrating good faith efforts to achieve the goal in this instance where the numerator/denominator is unknown at the time of submission.