ADDENDUM #1

RP023-14
Bus Shelter Advertising, Installation and Maintenance Services on a Multi-year Contract

This addendum is being issued to answer questions received.

Q1. Can we do digital on advertising screens?
A1. Gwinnett County sign regulations currently do not permit digital advertising. Further, use of digital advertising on GCT bus shelter advertising screens is not currently an accepted media. However, given the term of this contract, in the future should digital advertising become an accepted form of media, this may be considered for GCT bus shelter advertising subject to approval of GCT. The proposer may include digital applications as an option, including detailed description, quantities, and a Revenue Proposal Form submitted for the option; however, proposer must submit a base proposal as specified in this RP based on the print media.

Q2. Do you currently have digital displays in any of the bus shelters?
A2. No.

Please acknowledge receipt of this addendum on page 39 of the proposal document and return with your proposal submittal.

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