



4.3 Evaluating Specifications

Financial Proposal

Revenue

Share 4.3.1

*Revenue Share:

Midwest Truck Advertising LLC shall pay the TRANSIT AGENCY each month an amount equal to 50% of the Net payment amounts charged to the advertising clients contracted with Midwest Truck Advertising LLC. The net is defined as 100% of the monthly fee charged for the advertisement. Midwest Truck Advertising LLC gives the Transit Agency the option to be copied on all signed advertising client contracts within 48 hours of that contract signing for their records. Midwest Truck Advertising LLC guarantees each contracted Transit Agency a minimum annual revenue of \$500.

Reporting:

On the first of the month, a revenue report will be generated and submitted to each transit organization outlining each client and the monthly cost they are paying.

Report Example:

| Sales Rep | Bus | Monthly Rate | Ad Client | Ad Style | Start Date | Term | End Date | Bill Day | Inv. Date | Paid Date | Mo. Charge Paid | Bus # | Hirta % Payout |
|-----------|-----|--------------|-----------|----------|------------|------|----------|----------|-----------|-----------|-----------------|-------|----------------|
| Aaron | 2 | \$550.00 | Client 1 | King | 5/1 | 1YR | 5/1 | 1st | 8/1 | 8/27 | \$550 | 73 | \$302.50 |
| Cliff | 3 | \$525.00 | Client 2 | Tail | 5/1 | 1YR | 5/1 | 1st | 8/1 | 8/7 | \$525 | 74 | \$288.75 |
| Cliff | 3 | \$525.00 | Client 3 | Tail | 6/15 | 1YR | 6/21 | 15th | 8/1 | 8/1 | \$525 | 78 | \$288.75 |
| Cliff | 1 | \$150.00 | Client 4 | Tail | 6/15 | 1YR | 6/22 | 1st | 8/15 | 8/27 | \$150 | 79 | \$82.50 |
| Cliff | 2 | \$350.00 | Client 5 | Tail | 3/1 | 1YR | 3/1 | 1st | 7/1 | 8/12 | \$350 | 71 | \$192.50 |
| Cliff | 2 | \$300.00 | Client 6 | Tail | 5/1 | 1YR | 5/1 | 15th | 8/15 | 8/7 | \$300 | 72 | \$165.00 |

TOTAL: \$1320.00

Production: *(Install, Maintenance, Removal)*

All production costs are paid by the adverting client and to our Print, Maintenance and Install Partners, LRI Graphics and are not included in the Revenue Share. MIDWEST TRUCK ADVERTISING LLC partners with LRI Graphics (see below, Marketing Partners 4.3.5) in Des Moines who performs the production. Products used in the production are outlined in the 4.2.8 Technical Specifications document included in this Bid Proposal below. Production is defined as Install, Removal and Maintenance.

Right of Refusal:

The contracted Transit Agency reserves the right to reject any proposed interior or exterior advertising on its entire fleet.

The following advertising examples are considered but not limited to, prohibited:

- False, misleading, or deceptive advertising.
- Advertising controversial topics
- Contains any lewd obscene or pornographic matter
- Contains an image or description, which could be the basis of an injunction against the contracted Transit Agency
- images or information that demean an individual or group of individuals on account of race, color, religion, national origin, ancestry, gender, age, disability or sexual orientation
- Is libelous, defamatory or slanderous
- Promotes unlawful or illegal goods, services, activities or illegal/destructive behavior.
- Promotes firearms
- Promotes the sale of tobacco or tobacco-related products;
- Promotes the sale of liquor, wine, beer, or distilled spirits;
- Supports or opposes a political, moral, or social issue or any ballot measure, or any other matter which is the subject of an election;
- Supports or opposes a religious denomination, creed, doctrine, or belief;
- Displays any word, phrase, character or symbol likely to interfere with, mislead or distract traffic, or conflict with any traffic control device;
- Incorporates any rotating, or flashing devices or any other moving parts.
- Which is not commercial advertising and which is in opposition to, in support of, or otherwise addresses an idea, concept, theory, belief, issue, position, or the like from the standpoint of morality, politics, theology, or an expression of a belief, opinion, or declaration that such idea, concept, belief, issue, position, or the like is right or wrong.

**Advertising
Standards
4.3.2**

Midwest Truck Advertising LLC has reviewed and is aware of all the laws and regulations related to transit advertising in the United States and the State of Iowa. Midwest Truck Advertising LLC will work with advertisers that uphold and conform to recognized business standards and of reputable character. Midwest Truck Advertising LLC has implemented a process by which the Transit Agency will have a veto power over any ad designed before it goes to print to be prepared for install. This will insure that Advertising Standards are upheld by Midwest Truck Advertising LLC and by its advertising clients.

**Special
Situations
4.3.3**

Midwest Truck Advertising LLC fully agrees to the Special Situation: 4.3.3 in the Iowa Department of Transportation IFB Bid# OPT2018PTVA. There will be no monthly fee for advertising that falls into the special situations category of the mentioned IFB.

In the event that available advertising space becomes limited, Midwest Truck Advertising LLC gives the transit agency the option to reserve the right to set aside up to fifteen percent (15%) of available print advertising space for displaying special advertising situation ads.

Any production costs will be paid by the party requesting to advertise under the special situations category. The Special Situations category is defined as In-house Messaging, CO-Promotions, Donated Space and Public Service Announcements as explained in detail in the Iowa Department of Transportation Office of Public Transit bid # OPT2018PTVA.

**Types of
print
advertising
products:
4.3.4.1**

Below is the Advertising monthly cost based on the different options list in the Iowa Department of Transportation Office of Public Transit bid # OPT2018PTVA. All products needed to perform all production dealing with the advertising space purchased or is considered a special situation is guaranteed to be availability for Production/Installs when Requested/Needed.

Production

Monthly Rates

| <i>Install, Removal & Maintenance</i> | <i>Advertisement Canvas</i> | <i>Monthly Ad Rate</i> | <i>Special Monthly Rate</i> |
|--|---|-----------------------------------|--|
| \$7,500 | 1. Full Wrap (35' and 40') - covers entire bus and windows; is an exterior display appearing on the entire bus. The bus is fully wrapped with full-color graphics produced on two kinds of bus wrap, one for the body of the bus and another for the windows. | \$1,800 | \$2,200 |
| \$1,550 | 2. King Kong Wrap (20' x 96") - covers top to bottom between wheel wells. | \$465 | \$600 |
| \$925 | 3. Full Back Wrap (99" x 96.5") - covers entire back of bus. | \$220 | \$440 |
| \$685 | 4. Half Back Wrap (99" x 38") - covers entire bottom half the bus back. | \$175 | \$255 |
| \$735 | 5. King (144" x 30") - covers portion of driver side of the bus between the windows and wheel wells. | \$300 | \$425 |
| \$695 | 6. Queen (108" x 30") - covers portion of passenger side of the bus between the windows and wheel wells. | \$275 | \$400 |
| \$475 | 7. Taillight Small (72" x 18") - covers a portion of the bottom half of the bus back. | \$120 | \$225 |
| \$565 | 8. Taillight Large (70" x 21") - covers a portion of the bottom half of the bus back. | \$155 | \$265 |
| \$115 | 9. Headlights (44" x 16") - Coroplast Mounted Only- covers a portion of the bike rack on the front of the bus. | \$90 | \$150 |
| \$40 | 10. Interior Small (11" x 17") - overhead ad in bus interior. | \$25 | \$50 |
| \$55 | 11. Interior Large (11" x 26") - overhead ad in bus interior. | \$35 | \$75 |

| | | | |
|-------|---|-------|-------|
| \$250 | 12. Direct Ceiling Application (24" x 48") – direct application to the bus ceiling | \$90 | \$175 |
| \$425 | 13. Smaller bus/van (minivan, conversion van, bus 20' to30') Street Side/Curbside (55" x 18") | \$135 | \$200 |
| \$225 | 14. Smaller bus/van Back Window (55"x18") | \$50 | \$99 |
| \$350 | 15. Various sizes for shelters and benches | \$115 | \$165 |

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Midwest Truck Advertising LLC sales and marketing teams cover the entire state of Iowa and currently have no marketing partners. Midwest Truck Advertising LLC does have a partner to assist with the production, (print, install, removal) process. Our production partner is,

Marketing Partners

4.3.5

LRI Graphics
Address: 1601 SE Gateway Dr #130
Grimes, IA 50111
(515) 278-4050