

OUT-OF-HOME MEDIA SERVICES RFP QUESTIONS & ANSWERS

1. Since this is a consistent campaign, is there an estimated start date we should plan around? I'm thinking specifically for channels like gas station TV, in-bar/restaurant, and other on-premises placements.

Answer: No specific start date, the campaigns will be sporadic during the year based on funding and the NHTSA communications calendars.

2. Should we be providing pricing for a 1-year term, 5-year term, or another campaign duration?

Answer: Pricing should be based on campaign's duration, which is typically 3-4 weeks.