Mid Bay Bridge Toll Plaza
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 the production and installation of the display panels. The advertiser will be responsible for providing the MBBA display advertisement design and artwork in the specified digital vector art file format.

Alternatively, the advertiser may be responsible for the cost of production and installation of the display panels if approved by the MBBA. The estimated production cost for 3 display panels is $1,000.

The MBBA is now accepting bids from advertisers to advertise on the display panels for a minimum period of one year beginning October 1, 2026. Final contract will offer four (4) annual renewal options for a maximum contract period of five (5) years. Separate bids must be submitted for the North and South panels. The minimum bid accepted will be $500 per month for each Southbound panel (bid x 3 = monthly amount) and $200 per month for each Northbound 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 by the close of business on September 22, 2026.

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
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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
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 (I) year) (Price per panel X 3 = Monthly rate, X I2 = Annual Rate)

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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 (I) year) (Price per panel X 3 = Monthly rate, X I2 = Annual Rate)

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