

Mid Bay Bridge Authority Toll Display Advertising Guidelines

SCOPE

A. Toll Plaza Advertising Panels

1. The Mid-Bay Bridge Authority (MBBA) Toll Booth Advertising program involves the development, design and installation of advertisements on the outside front windows of tollbooths facing north and south bound traffic crossing the Mid Bay Bridge for the purpose of generating revenue for the MBBA through the leasing of advertisement spaces. There are 3 display windows available facing southbound traffic and 3 display panels facing northbound traffic. The 3 display windows facing north must 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.
2. Each display panel is 40" high 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 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.
3. The MBBA reserves the right, at any time, to increase or decrease the number of tollbooths, and other toll plaza-related surfaces, as approved in writing by the MBBA, available for the placement of advertisement media. Such increases or decreases shall not constitute a breach of the contract and shall not invalidate the contract. The MBBA will make every effort to identify planned changes to the advertising-related assets as soon as known, and convey that information to the advertiser.

B. Advertisement Content

The MBBA intends to secure contracts for the placement of toll booth window display advertising that involves only the commercial interests of the advertiser and its audience, and also maximizes the MBBA's revenues while maintaining the dignity and integrity of the MBBA and the State of Florida.

The following types of advertisements are specifically disallowed:

1. Advertisements that inhibit the functioning of the Mid-Bay Bridge, including but not limited to, any MBBA projects or equipment.
2. Advertisements that compromise, endanger, or endorse actions that endanger the health or safety of MBBA employees, contractors or the public.
3. Advertisements that endorse, or attempt to influence, a political party, candidate, election or advocacy position.
4. Advertisements that endorse or solicit towing companies.

5. Advertisements that solicit the sale of, or encourage the use of alcohol, tobacco, drugs, drug paraphernalia, weapons, pornographic or illegal materials.
6. Advertisements that contain obscene, vulgar, or otherwise inappropriate material for the age and maturity of the audience, which include children of all ages.
7. Advertisements that encourage discrimination based on race, religion, national origin, sexual orientation, disability, ancestry, medical condition, marital status, or age.
8. Advertisements that are adult-oriented.
9. Advertisements that advocate violence or violation of law.
10. Advertisements that advocate violation of MBBA rules.
11. Advertisements that advocate imminent lawless or disruptive action and is likely to incite or produce such action.
12. Advertisements that include hate language that attacks ethnic, religious, or racial groups.
13. Advertisements where there is reasonable cause to believe that the acknowledgement sign would result in material and substantial disruption and/or interference with any school-related activity.
14. Advertisements deemed by the MBBA to be competitive, and/or negative in nature toward products or services sold along the Mid-Bay Bridge.

The MBBA will review all prospective advertisements. The MBBA, in coordination with Florida Turnpike Enterprise, shall have the sole discretion to approve or disapprove content and reject any advertisements that it believes could impair the MBBA's ability to maximize its revenue or it believes is not in its best interests or the best interests of its customers or the State of Florida. The advertiser shall at all times keep in mind that the Mid-Bay Bridge is traveled by families with young children and that all advertisements should be appropriate for viewing by young children.

C. Advertisement Placement, Installation, and Maintenance

The MBBA shall be responsible for securing all advertisements associated with the toll plazas.

1. **Plans and Specifications.** Prior to the installation of any advertisements on the outside front windows of tollbooths, or other toll plaza-related surfaces as approved in writing by the MBBA, the advertiser shall submit two (2) display advertisement proofs. Proofs and other required materials, such as digital art files, shall be prepared in conformity with specifications provided by the MBBA and shall be approved in writing by the MBBA.

In the event of disapproval of any portion of the submitted materials by the MBBA, the Advertiser will promptly submit necessary modifications and revisions thereof. After approval in writing by the MBBA, no changes or alterations will be made in said plans, specifications, or other materials without written approval of the MBBA.

No approval of plans, specifications, or other documents by the MBBA shall relieve of the entire responsibility for compliance of such documents and the construction performed pursuant thereto with all applicable codes, laws, and regulations, all requirements of building permits, and all standards of design and construction applicable.

2. **Toll Plazas.** The advertiser can utilize the front windows of tollbooths (only those windows directly facing on-coming traffic) and other toll plaza-related surfaces as approved in writing by the MBBA.

Any work in connection with the installation of the advertisements on the Mid-Bay Bridge will be entirely accomplished by the MBBA at the advertiser's expense. In the event that the advertiser desires to temporarily remove any advertisements or change the advertisement's during the term of the agreement, the advertiser will be responsible for all associated cost. If any advertisements are requested to be permanently removed during the term of this agreement, the advertiser will be responsible for all associated cost to restore the Mid-Bay Bridge to the same condition as before the advertisements were placed ensuring that no dangerous or unsightly conditions are allowed to remain.

3. **Maintenance of Advertisements.** The advertiser shall be solely and exclusively responsible for the costs related to MBBA's maintenance of the advertisements in first class, like-new condition, and the MBBA or its agent shall invoice such costs to the advertiser for prompt payment.

The MBBA shall be responsible for the maintenance of advertisement media, to include, but not be limited to, physical advertisements at each toll plaza. In accordance with Florida Turnpike Enterprise policies, the MBBA shall ensure that advertisements for a given toll facility are identical per traveling direction, the advertisements involve only one concept/theme or product and the advertisements are adhered to the exterior of each tollbooth's front window, or other toll plaza-related surfaces as approved in writing by the MBBA. The MBBA shall ensure that advertisements be printed using the 3M ScotchPrint process, or a comparable product prior to installation. If the advertising display material fades, or becomes in disrepair, the advertiser will be responsible for the production cost of replacement materials.

The advertiser shall place advertisements the MBBA's assets only on dates pre-approved in writing by the MBBA. All access to the MBBA's toll plazas are restricted, and the advertiser will not affix or remove advertisement media on toll plaza facilities. All advertisements and applicable mediums should not impede the vision or work related activities of the Florida Turnpike Enterprise employees or their contractors.

The advertiser shall abide by all the Florida Turnpike Enterprise safety rules and procedures.