



**ANAHEIM TRANSPORTATION NETWORK  
RESPONSE TO QUESTIONS REGARDING:  
REQUEST FOR PROPOSALS (RFP) # 14-002  
TRANSIT ADVERTISING AND MARKETING SERVICES**

1. Can ATN provide clear digital copies of rider demographics and the system map? The scanned copies included in the original proposal are difficult to read.

**Please refer to the ART 2013 Ridership Demographics document posted on our website.**

2. In addition to onboard ATN buses, where are system maps distributed? Also, what is the current format of the printed system map, i.e. foldout format or otherwise?

**The ATN maps are distributed to hotels, attractions, restaurants, shopping attractions, Amtrak and Metrolink stations. Additionally they are distributed to destination feeder markets through partner travel companies in northern California, Arizona, Washington, Nevada, Canada, Australia and New Zealand.**

**The map is a 24 panel fold out map with approximately 10 panels committed to advertising.**

3. Would ATN like multiple copies of the response, or just one original?

**Please provide one original copy with a digital copy on a USB memory stick or jump drive.**

4. What systems are used onboard ATN buses? i.e. type of GPS system, etc.

**All buses are equipped with GPS and voice annunciation equipment.**

5. Are these systems on all ATN buses?

**Yes, the GPS and voice annunciation are system wide.**

6. What systems are used to enable the custom motion graphics and audio messaging?

**This system is in development and has not been installed and running on the buses as of yet.**

7. What file format is required for compatibility?

**The following formats are required for compatibility with digital boards. Logo: Vector (AI or EPS), Video: 1920x1080p (uncompressed mov), Image: High Resolution 300dpi (jpg or tiff), Graphic: Layered Photoshop or Illustrator (psd or ai)**

8. Is real-time predictive data available to public riders?

**The real-time predictive data is currently available at some stops and will be available through the website and a mobile website in the near future.**

9. Would ATN consider an arrangement through which the contractor facilitated billing, invoicing and collections for all advertising and paid ATN monthly or quarterly, depending on ATN preference?

**Yes, this would be considered during the contracting phase.**

10. Can ATN please provide the last five years of annual reported sales by the current contractor and the amounts paid to ANT from those sales?

**Advertising sales are approximately \$500,000.00 annually.**

11. Can ATN please indicate if the current contractor has utilized trade or barter over the last five years, and provide the value of those deals?

**Some trade has been authorized with the ATN receiving the full value of the trade and the contractor being paid a percentage of said trade.**

12. There aren't any real chances you'd go outside Anaheim, are there? It would seem kind of silly to hire an agency in Silicon Valley, I would think.

**All firms will be considered upon the basis of their qualifications.**

13. Can the ATN provide a current list of travel wholesalers that are contracted?

**ATN's contracted travel wholesalers are:**

- **Alaska Airlines**
- **LIBGO Travel and all encompassing companies**
- **Expedia**
- **Viator**
- **Mark Travel Corporation**
- **Allegiant**
- **Hotel Beds**
- **Walt Disney Travel Company**
- **Getaway Travel**
- **Western Vacations (Huntington Travel Canada)**
- **Travel Brands (Canada)**
- **WestJet Vacations**
- **Bookit.com**
- **Tourico Holidays**
- **BEST Day Travel**
- **Advanced Reservations Systems**
- **Price Travel (Mexico)**
- **Trusted Tours and Attractions**
- **Orbitz**
- **GTA**

- Pinpoint Travel group
- Discount Tickets and Tours
- All About Travel
- Lux Bus
- Karmel Shuttle
- ATN also works with several wholesalers on an ad hoc basis

14. What is the total marketing budget?

**Being that this contract serves as direct revenue, we would that proposers send us their input on what they suggest for a total marketing budget.**

15. Is Social Media coming out of current marketing budget?

**Currently there is no budget for social media. The goal would be to increase the advertising and use the increased revenue to support social media efforts.**

16. Can House ads be done to direct clients to social media?

**Yes, this is this may be negotiated.**

17. How many interior billboards are available on the system and how many are committed?

**Please see the original RFP for total interior billboards available. The commitment levels of all advertising and expiration dates will be discussed during the contracting period.**

18. What is the annual ridership of ART?

**Core ART ridership is approximately 4 million per year. The Disneyland parking lot serves an additional 4 million riders per year.**