



Proposal Plan II

\$36,000 Minimum annual Guarantee + 25% Annual Net Revenues*

*Net Revenues is equal to total revenues including production revenues minus agency commissions, if any, and production and installation costs

Total Net Revenue**	\$ 431,600.00
**Proposed Media Plan based on the attached Miami Beach New Media plan PLAN II (08-15-22)	
Annual Revenues for Miami Beach	
Minimum annual Guarantee	\$ 36,000.00
25% of Annual Net Revenues	\$ 107,900.00
Total Annual Revenues to Miami Beach	\$ 143,900.00

Additional Benefit to Miami Beach	
Free Public Service Announcements - 10% of available Garage Vision media - monthly benefit including Production	\$ 7,753.00
Free Public Service Announcements - 15% of available Interior media - monthly benefit including Production	\$ 1,650.00
National and Miami Dade County Media Bank - monthly benefit - including Production - assumes 24"x 36" posters	1,458.00
Total additional monthly benefit	\$ 10,861.00
Total Additional Annual benefit	\$ 130,332.00
Total Annual value of Proposal Plan II	\$ 274,232.00

1. Proposed Media Plan includes static, digital and excludes SAV window signs
2. Free Public PSA assumes 10% of Total Net Revenues of \$711,600/12 + \$1,823/mo in production cost
3. Free Public PSA assumes 15% of Total Net Revenues of \$100,000/12 + \$400/mo in production cost
4. National and Miami Dade County Media Bank Assumes \$15,000 in annual media \$2,500 in annual production

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✕ MIAMI BEACH RFP 2022-047-WG PARKING GARAGE
ADVERTISING SERVICES - WORKSHEET

MEDIA PLAN WITHOUT DIGITAL UNITS AND
WINDOW SIGNS

PLAN II

EXE10_Miami Beach New Media plan PLAN B _Rnd3

8/15/22

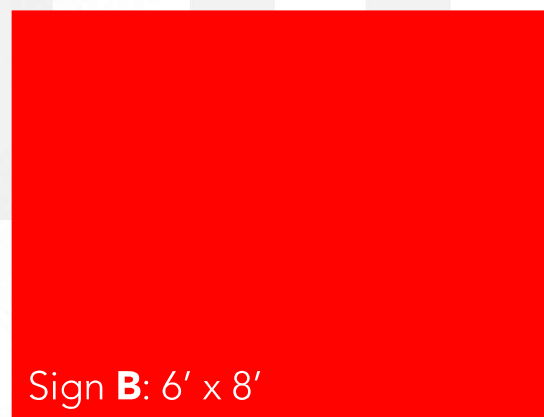
1



Type of Static Signs To Be Installed



Sign **A**: 6' x 12'



Sign **B**: 6' x 8'



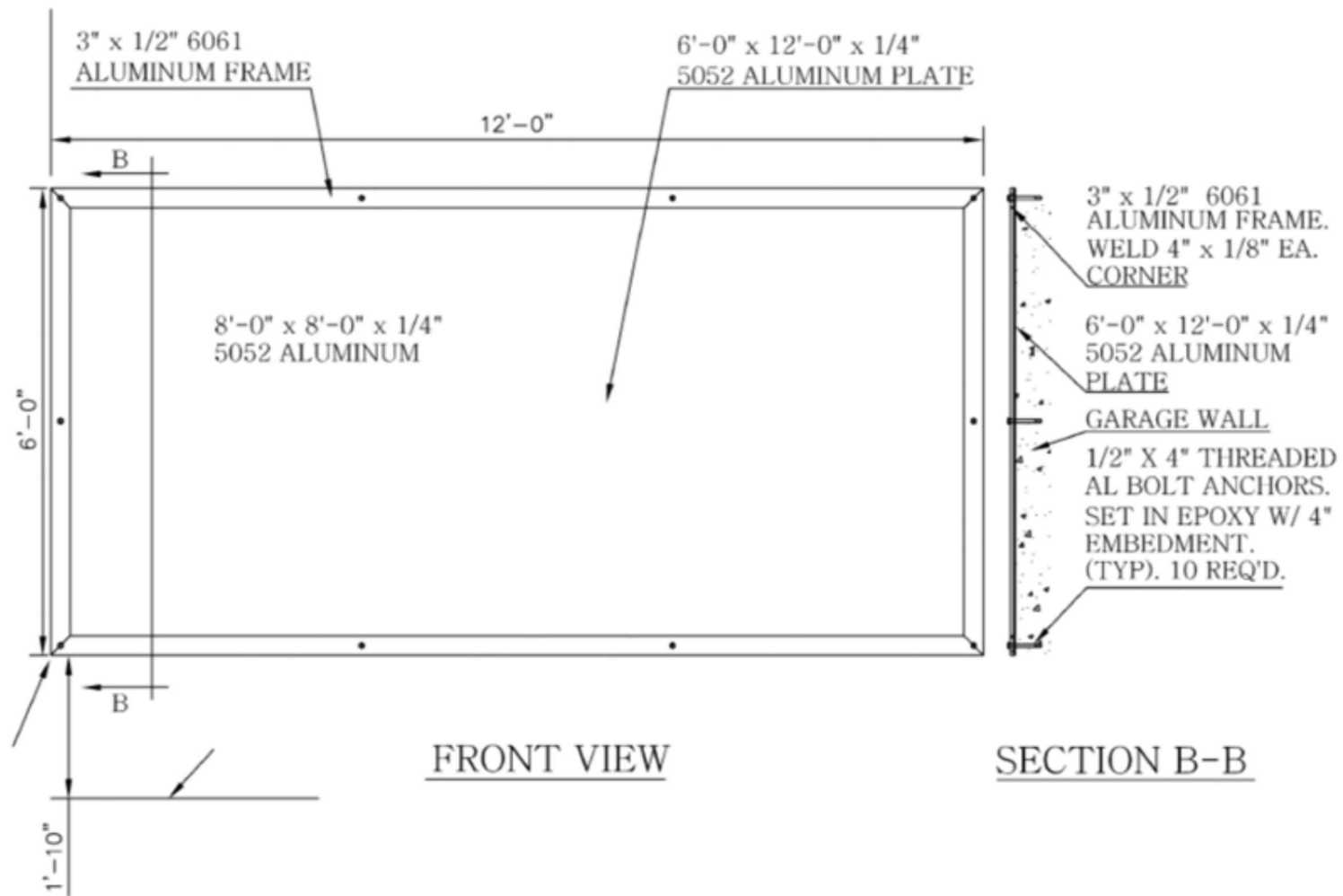
Sign **B-2**: 6' x 6'

SIGN A

GarageVision Signs

Wall Mount:

6' x 12'

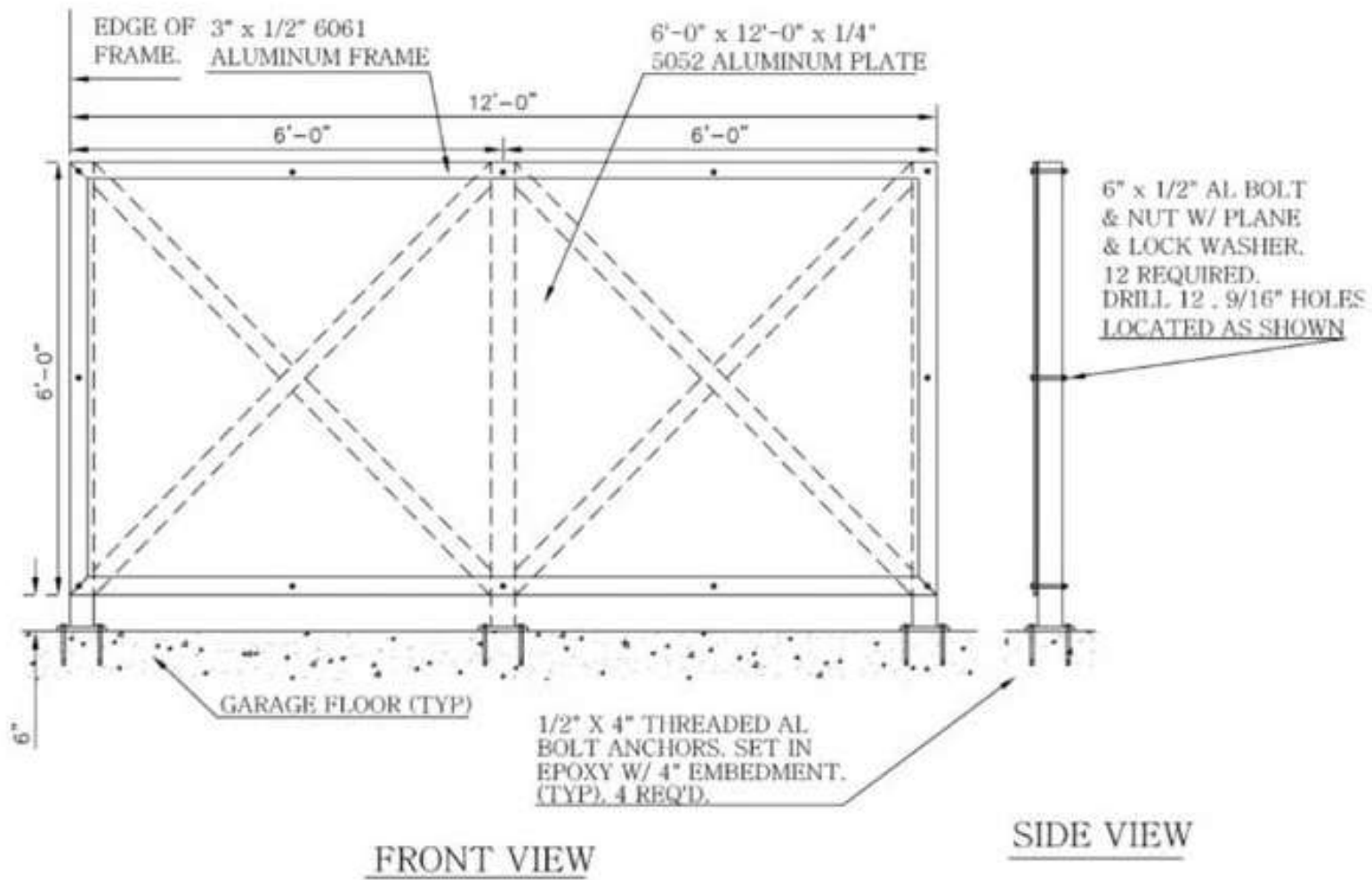


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SIGN A

GarageVision Signs

Floor Mount:
6' x 12'





SIGN A

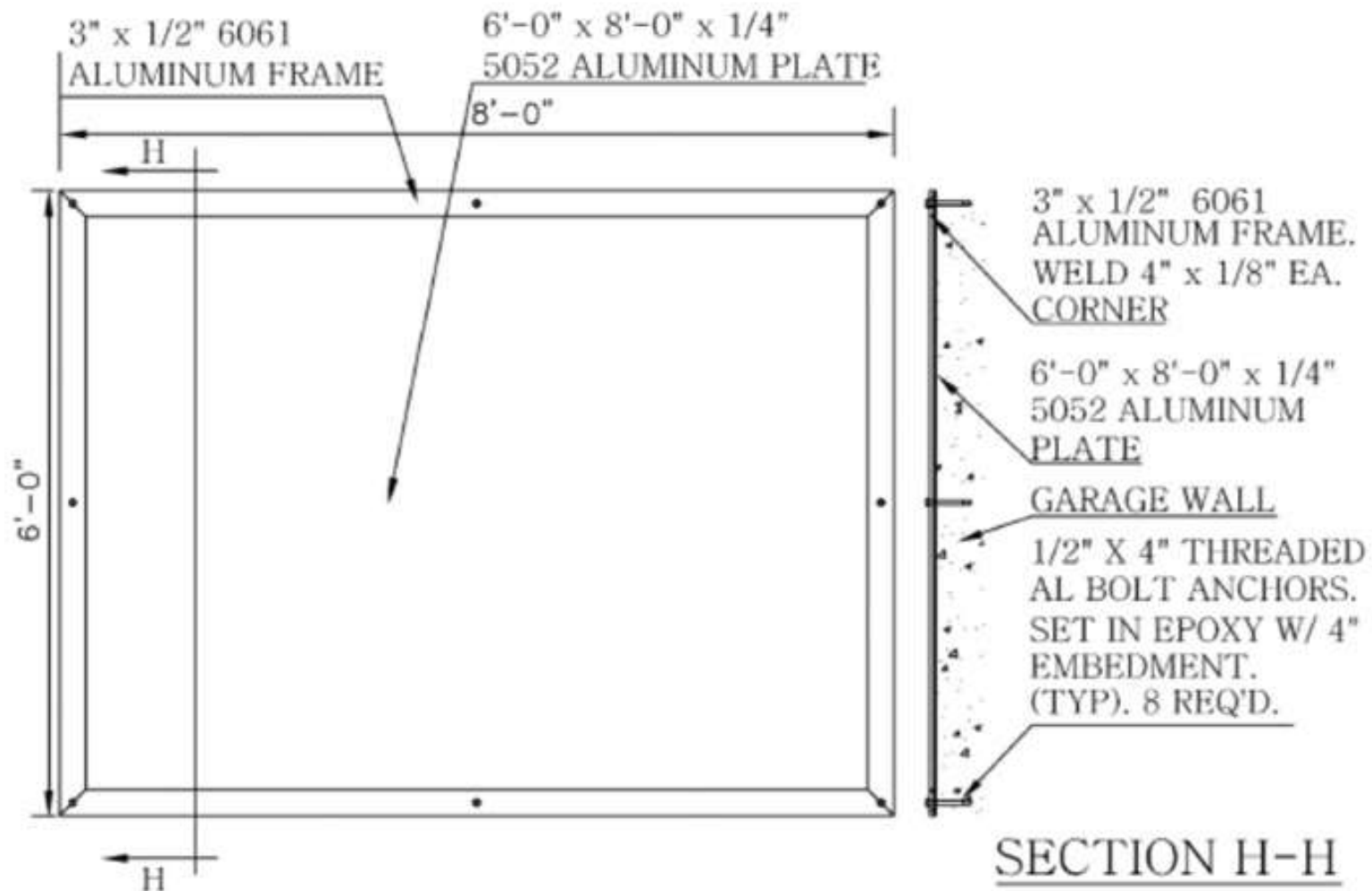
GarageVision Signs



SIGN B

GarageVision Signs

Wall Mount:
6' x 8'

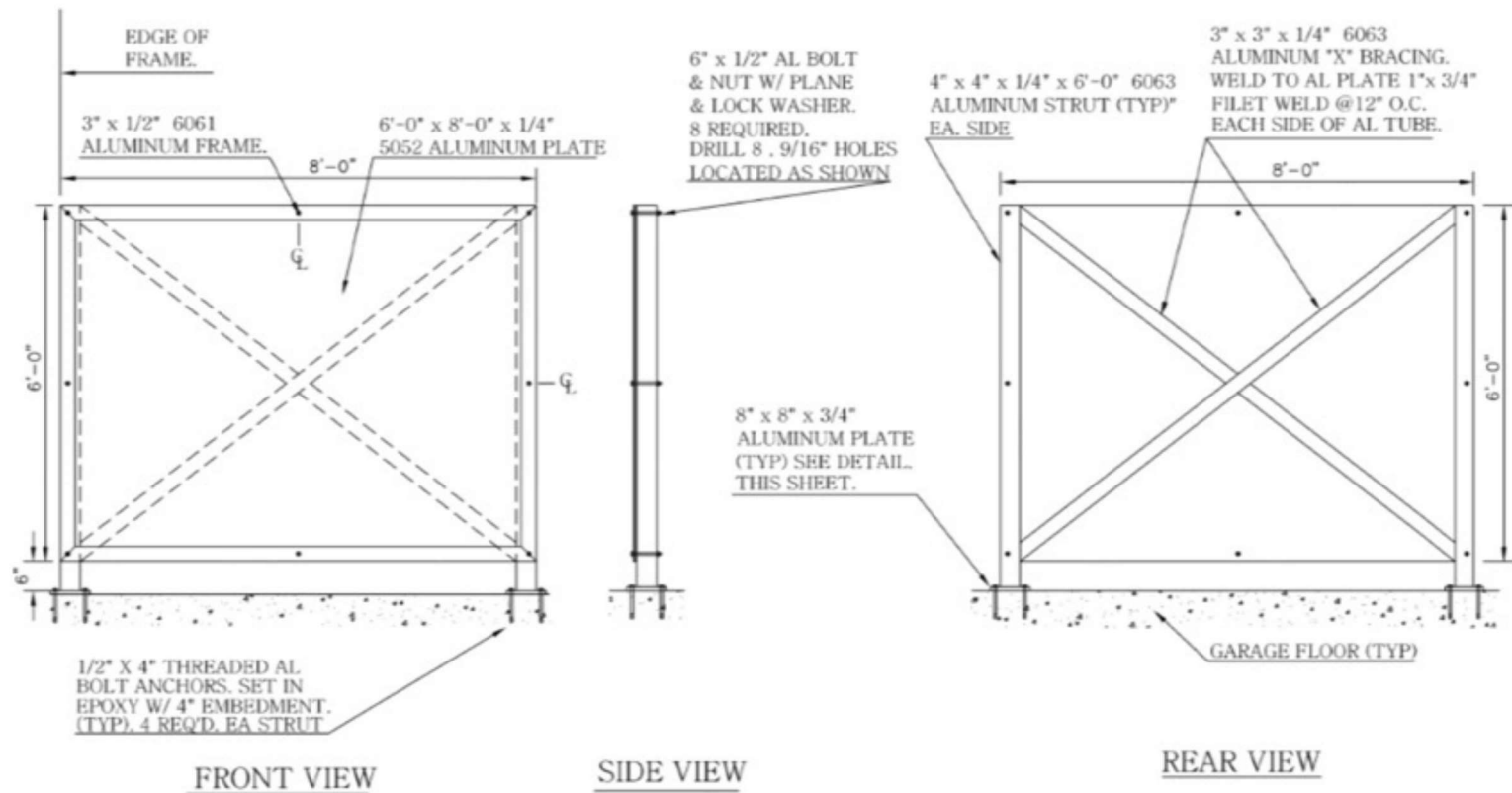


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SIGN B

GarageVision Signs

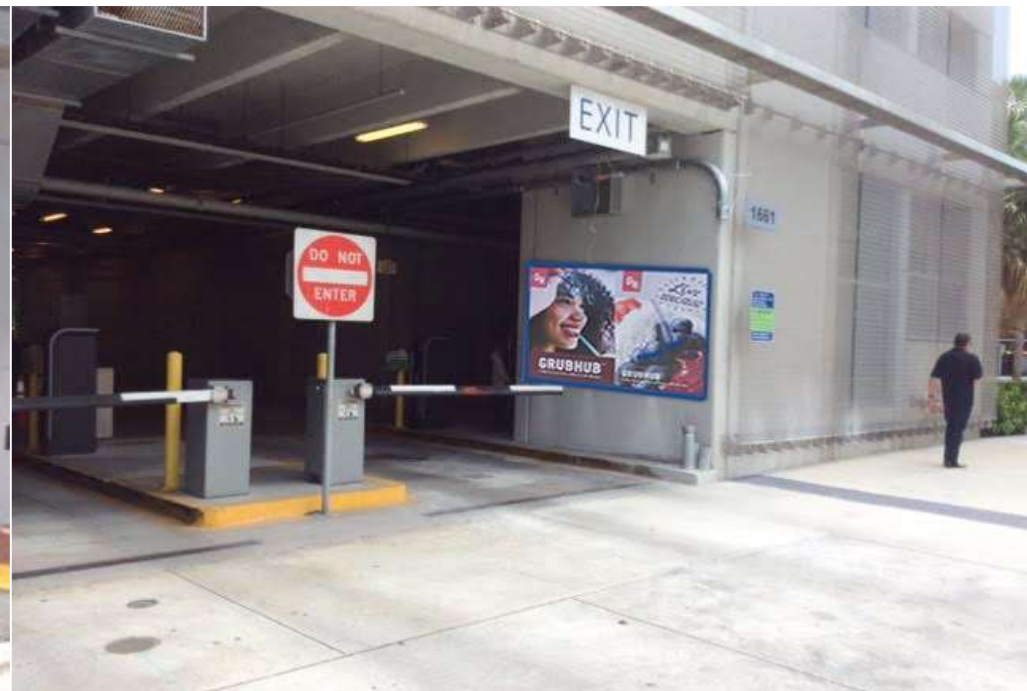
Floor Mount:
6' x 8'



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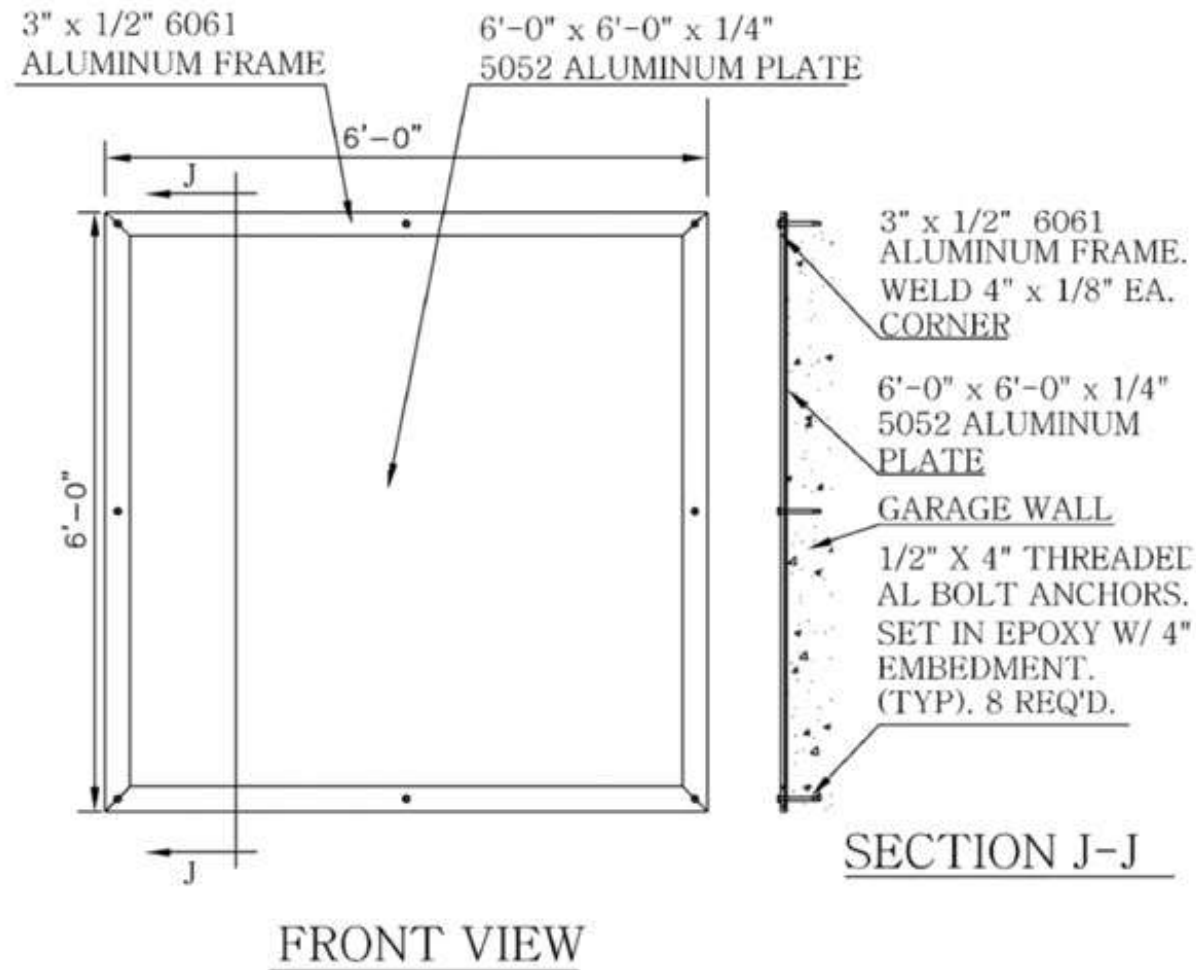
SIGN B
GarageVision Signs



SIGN B-2

GarageVision Signs

Wall Mount:
6' x 6'



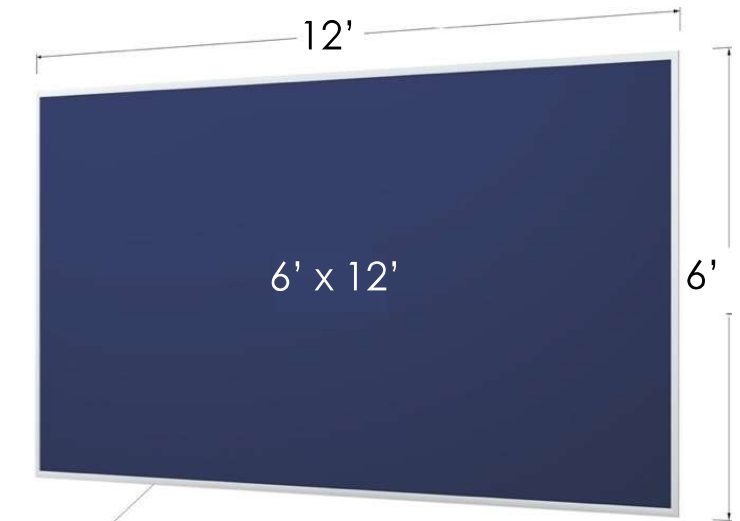
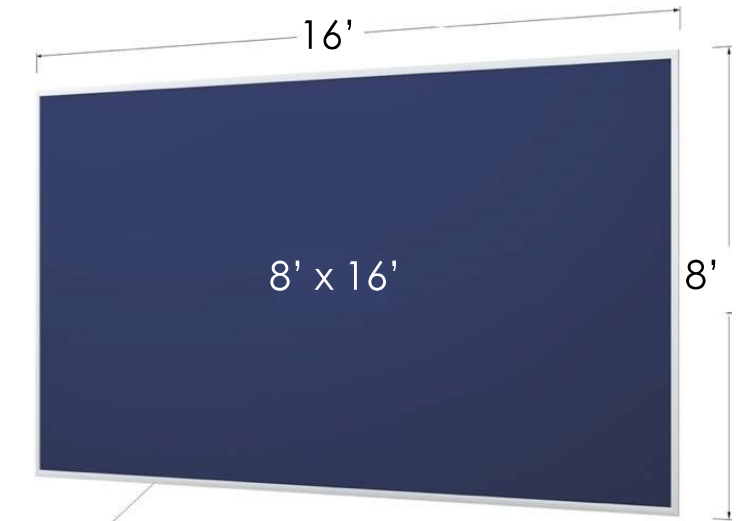
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SIGN C

City Media Interior Signs

Wall Mount:
8' x 16'

Aluminum snap frame bolted to the wall
with advertising banner printed.
Size is 8' x 16'.



SIGN D

City Media Interior Signs

Wall Mount:
6' x 12'

Aluminum snap frame bolted to the wall
with advertising banner printed.
Size is 6' x 12'.

SIGN E

City Media Interior Signs

Wall Mount:
6' x 4'

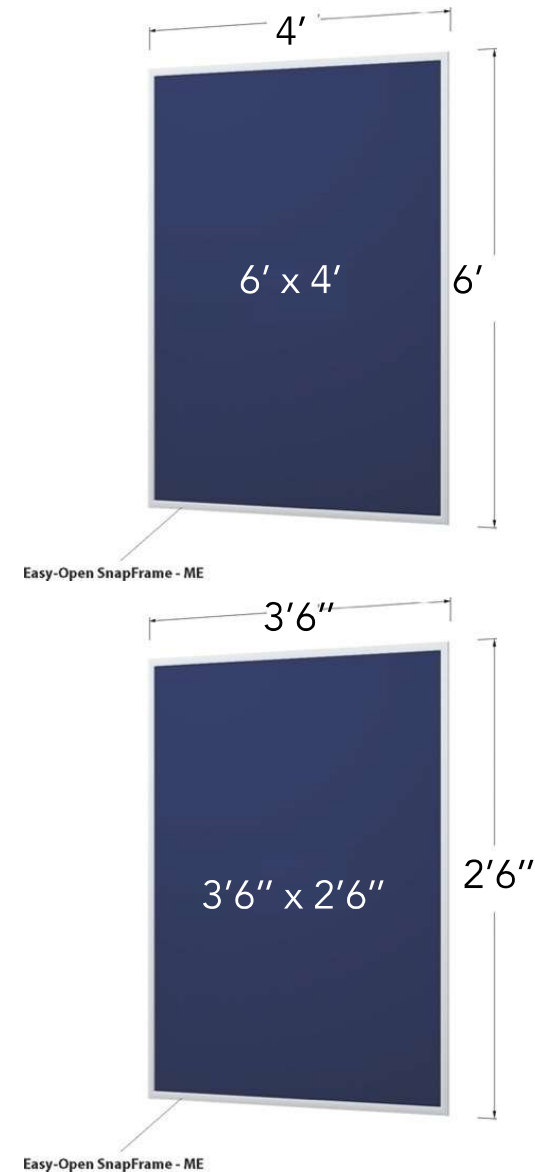
Aluminum snap frame bolted to the wall
with advertising banner printed.
Size is 6' x 4'.

SIGN F

City Media Interior Signs

Wall Mount:
3'6" x 2'6"

Aluminum snap frame bolted to the wall
with advertising banner printed.
Size is 3'6" x 2'6".





SIGN C
SIGN D
SIGN E
SIGN F
City Media Signs

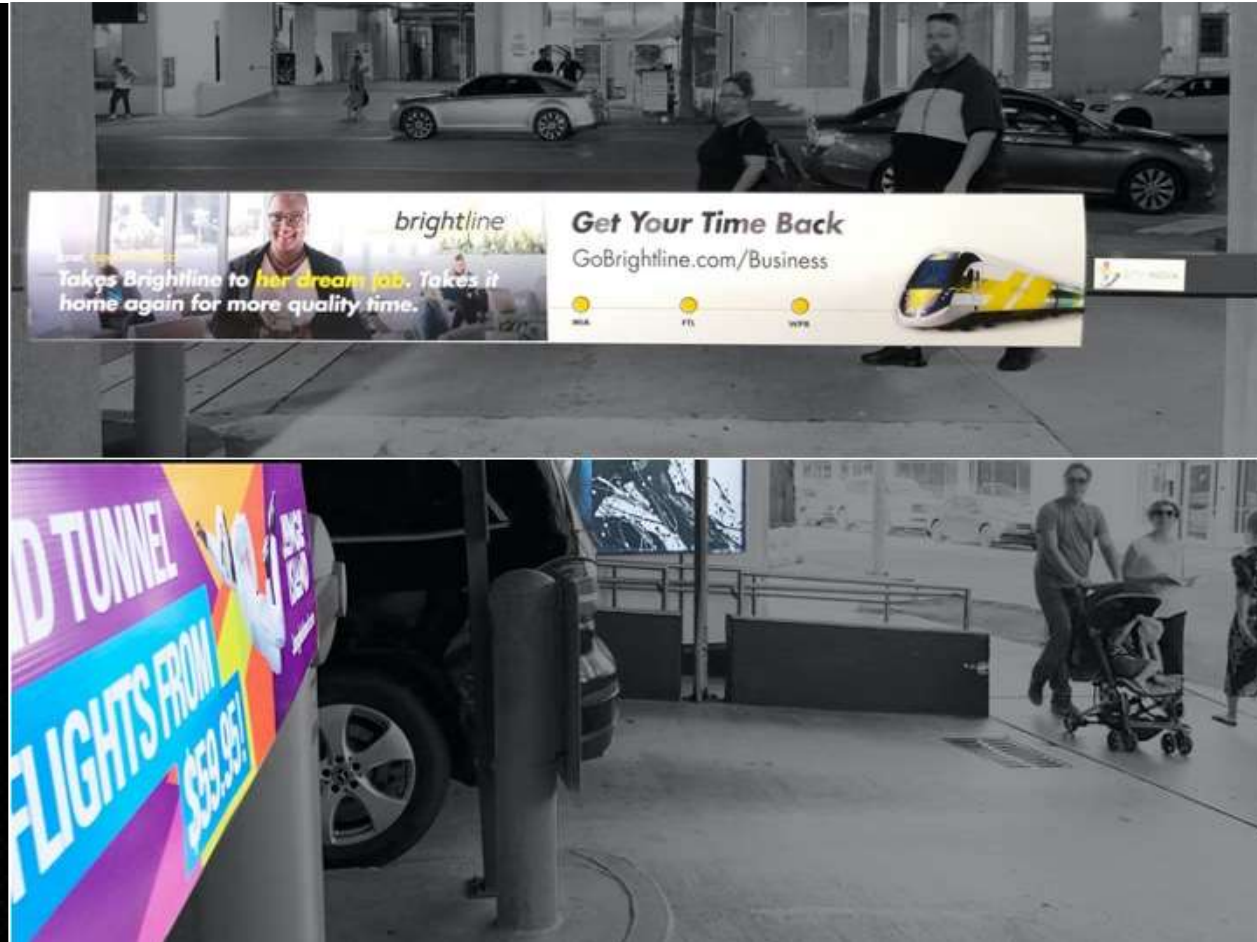


SIGN H

City Media Interior Signs

The gate arms sign is a double plastic boards, printed on both side. Ultra light to avoid excess weight on the gate arm. This material is rip-stop, waterproof, mold/mildew proof, durable and fade resistant.

Size is 1'x6' per side.



TV Mount ceiling for Size 40'', 48'' and 55''.

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SIGN V

Alchemy Media Signs

MESH BANNER

This material is used when advertising in windy locations. With their porous vinyl material, they can withstand high winds, and there are used with hems and grommets for easy and secure installation.

The mesh banner will be professionally installed by a licensed outdoor advertising installation partner. The signs will be printed on outdoor mesh designed to allow wind to pass through and still look clean and professional.



The mesh will have grommets approximately 18" apart with ties affixing to the screen wall.

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PARKING GARAGE 1

Parking Garage 1

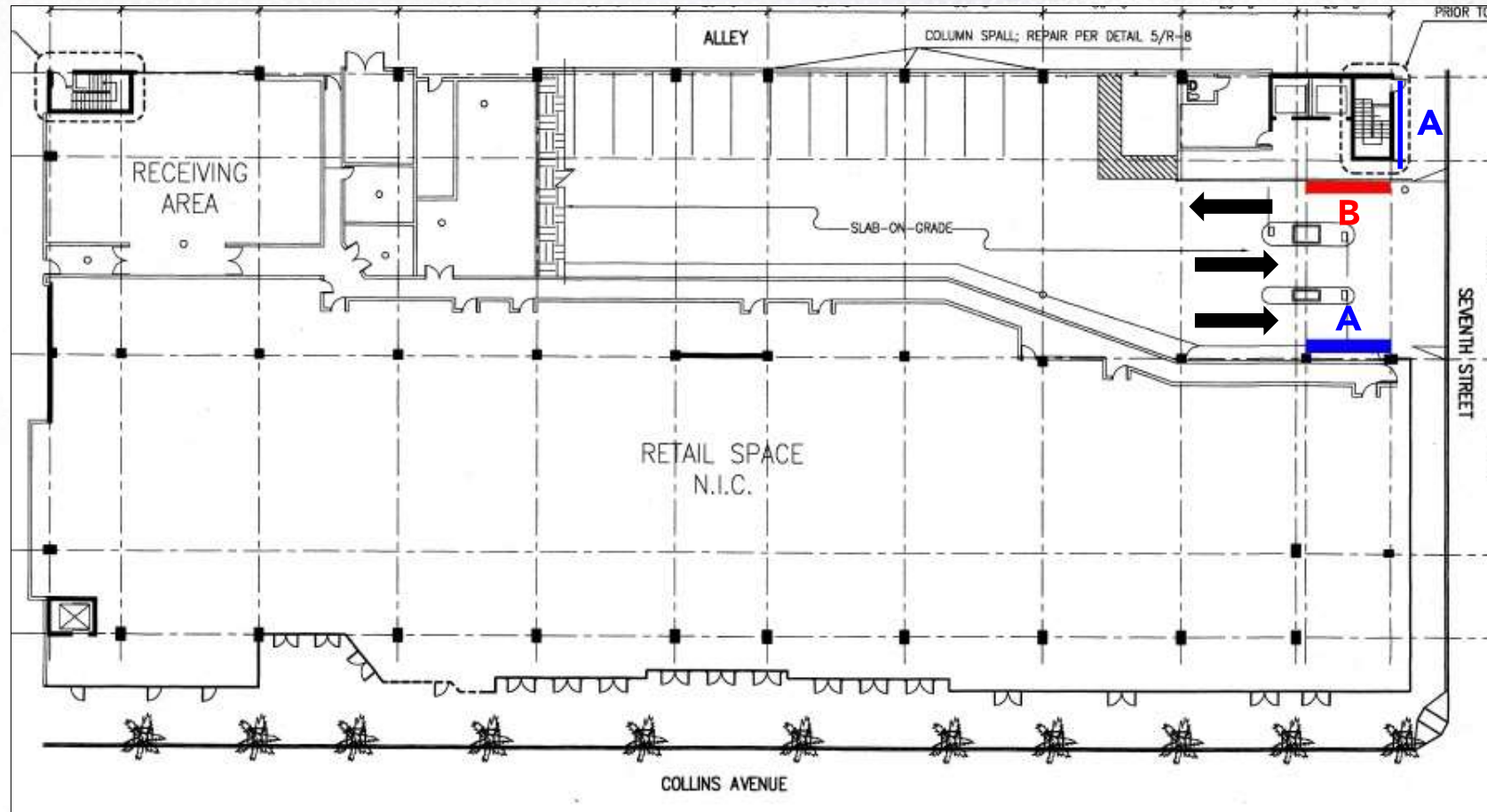


GROUND FLOOR

GarageVision Signs

Sign **A**: 6' x 12'

Sign **B**: 6' x 8'



ALCHEMY

GROUND FLOOR

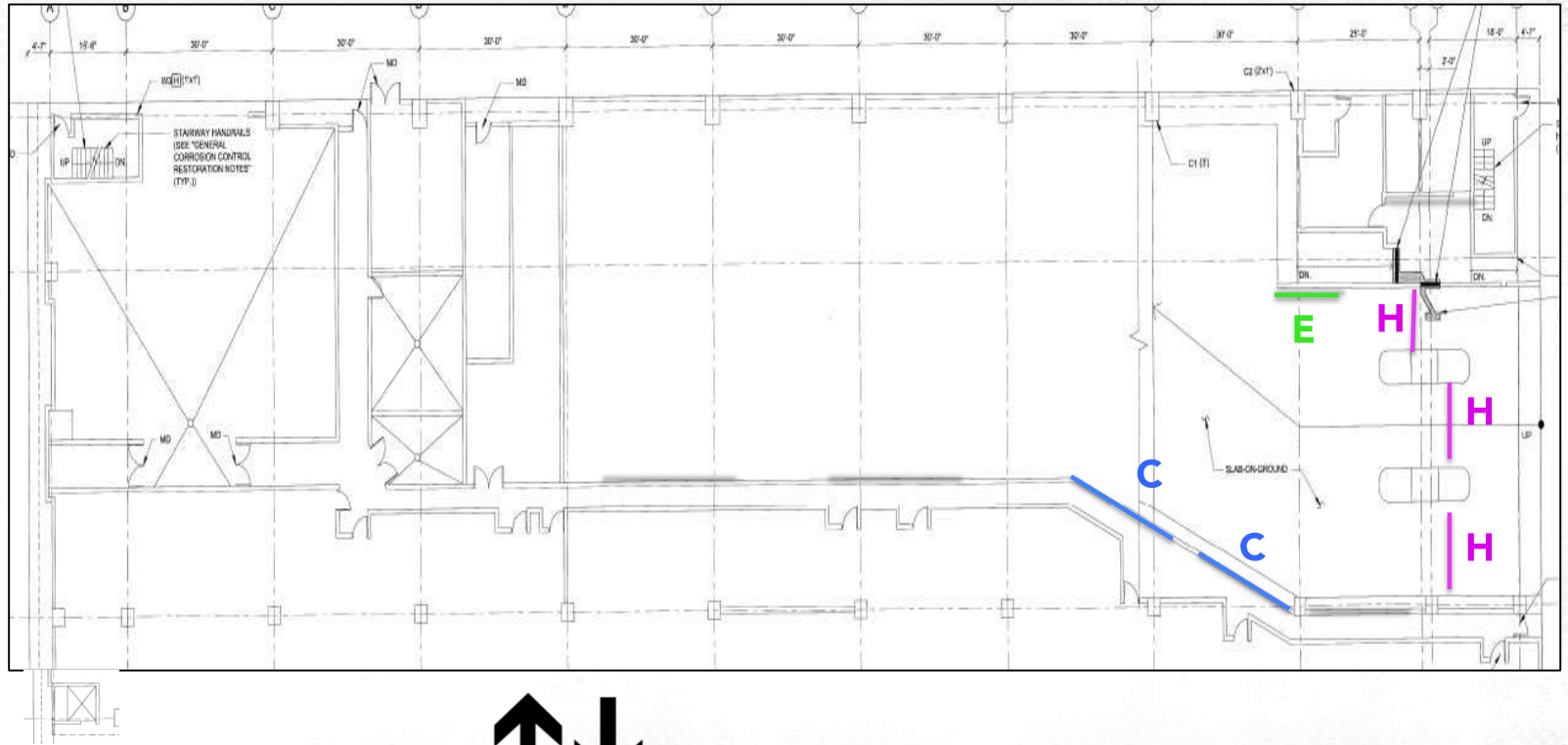
City Media Advertising Signs

Sign **C**: Frame sign 8' x 16'

Sign **E**: Frame sign 4' x 6'

Sign **F**: Frame sign 2.5'x 3.5'

Sign **H**: Gate sign 1'x 6'
(double sided)



2 signs **F** per elevator car (6 signs total)

ALCHEMY

SIGN A



SIGN B



SIGN A



PARKING GARAGE 2

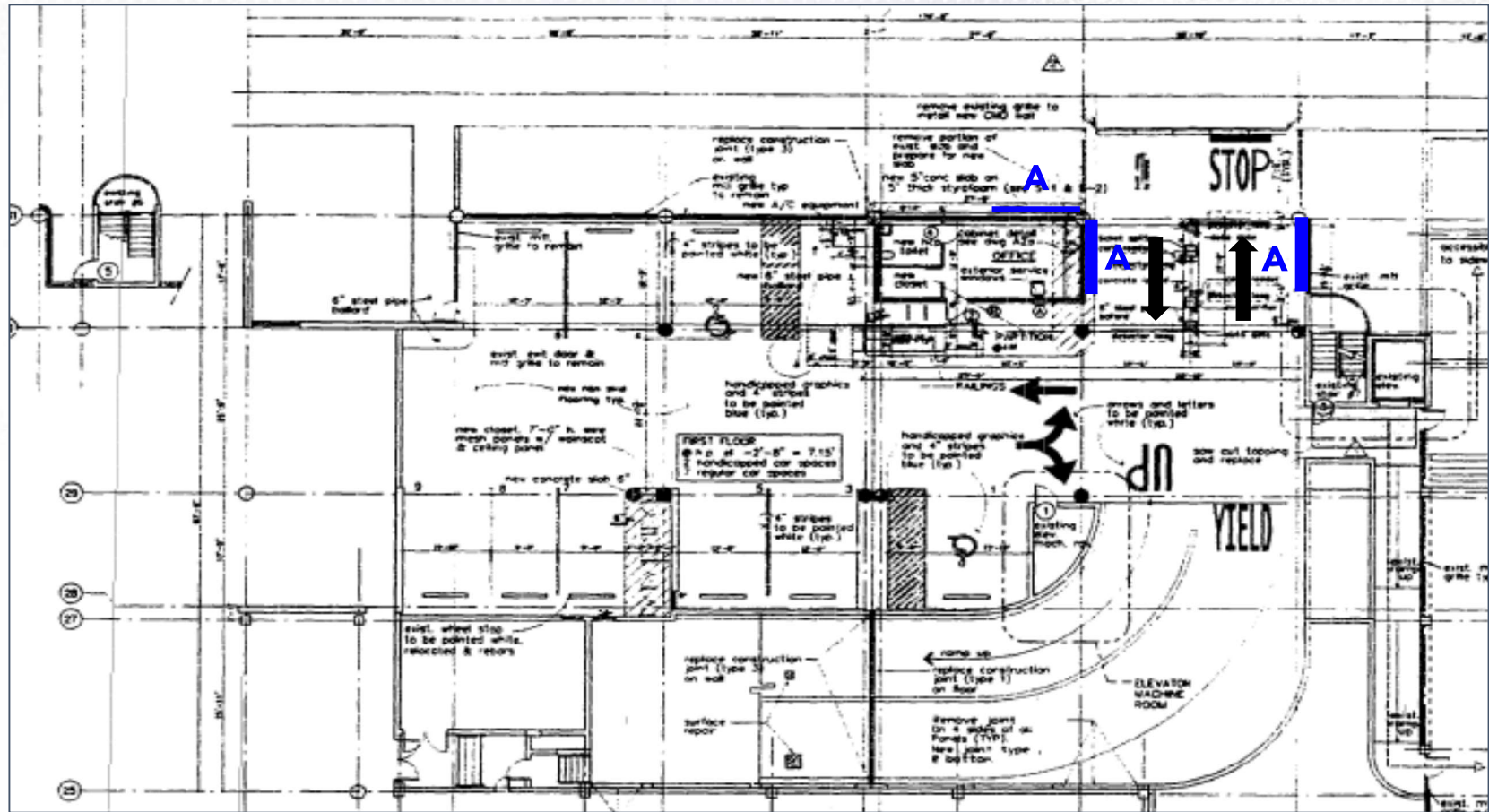
Parking Garage 2



GROUND FLOOR

GarageVision Signs

Sign A: 6' x 12'



GROUND FLOOR

City Media
Advertising Signs

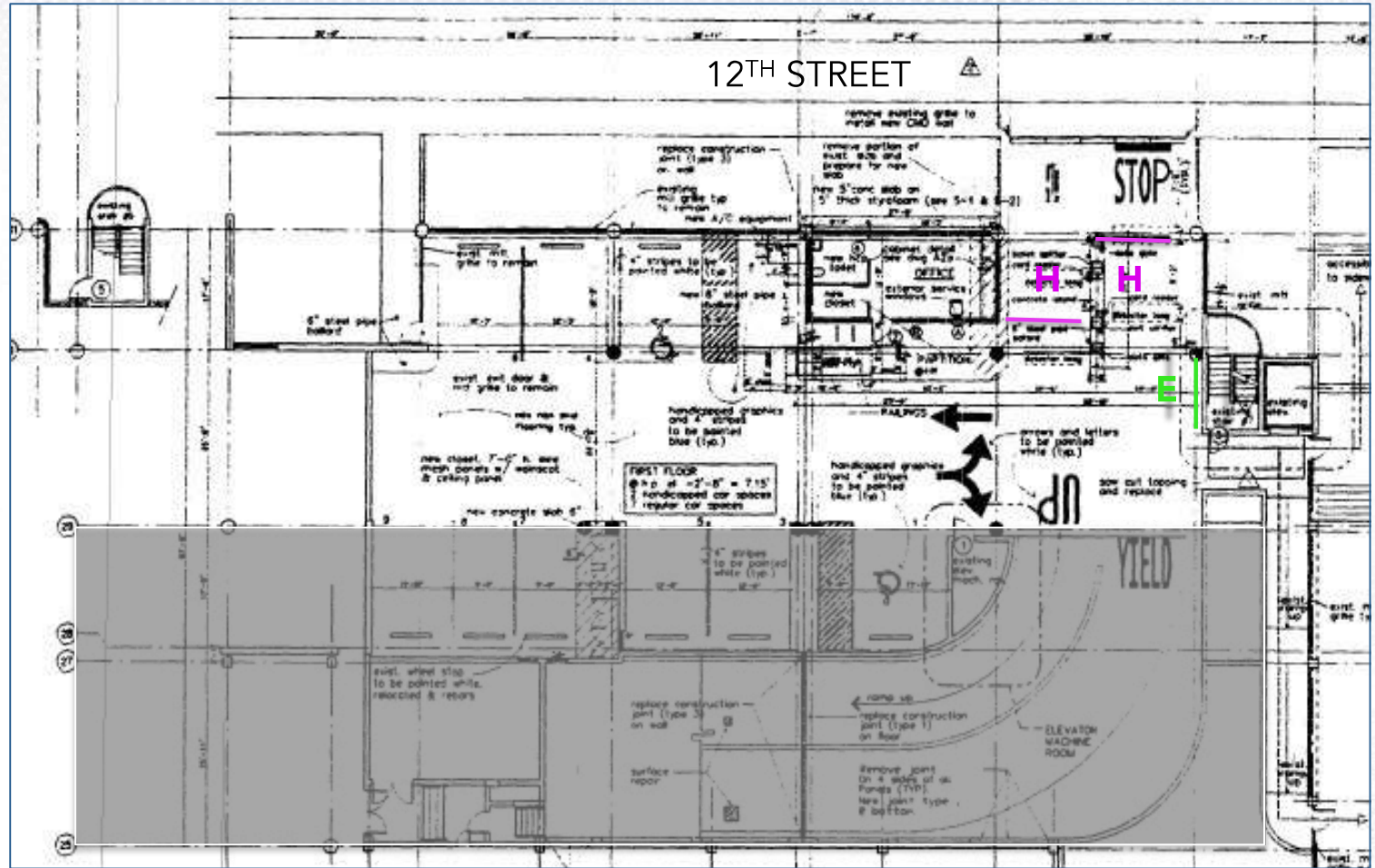
Sign **E**: Frame sign 4' x 6'

Sign **F**: Frame sign 2.5'x 3.5'

Sign **H**: Gate sign 1'x 6'
(double sided)

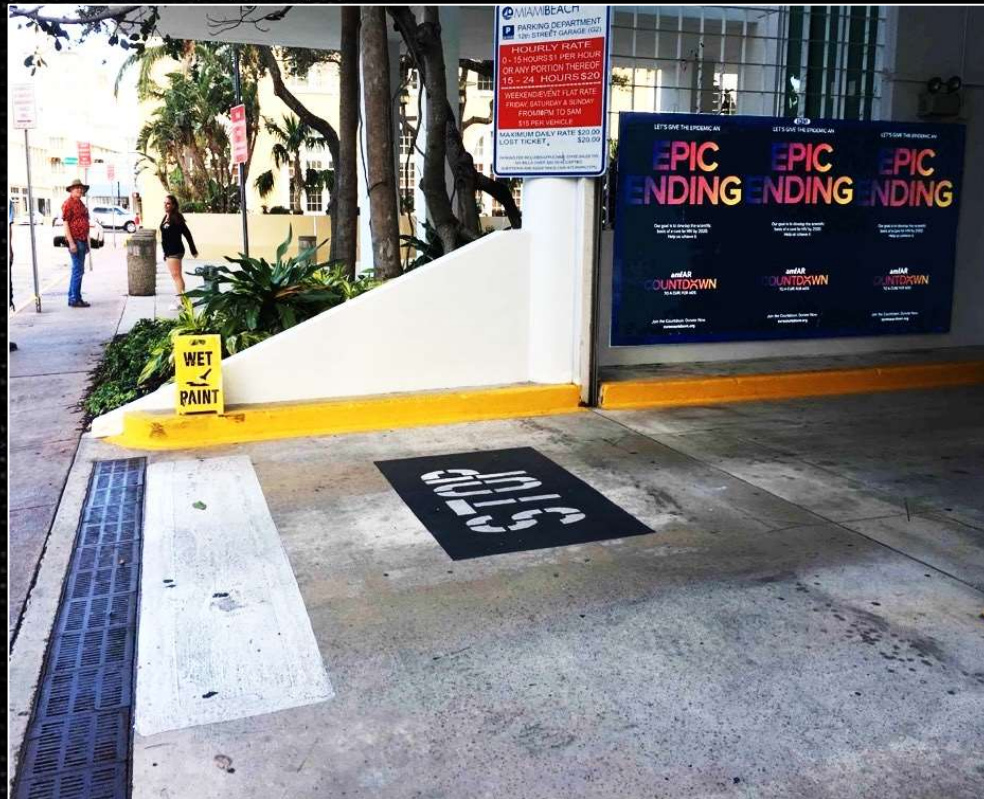


2 signs **F**
per
elevator car
(2 signs
total)



ALCHEMY

SIGN A



SIGN A



SIGN A



PARKING GARAGE 3

Parking Garage 3



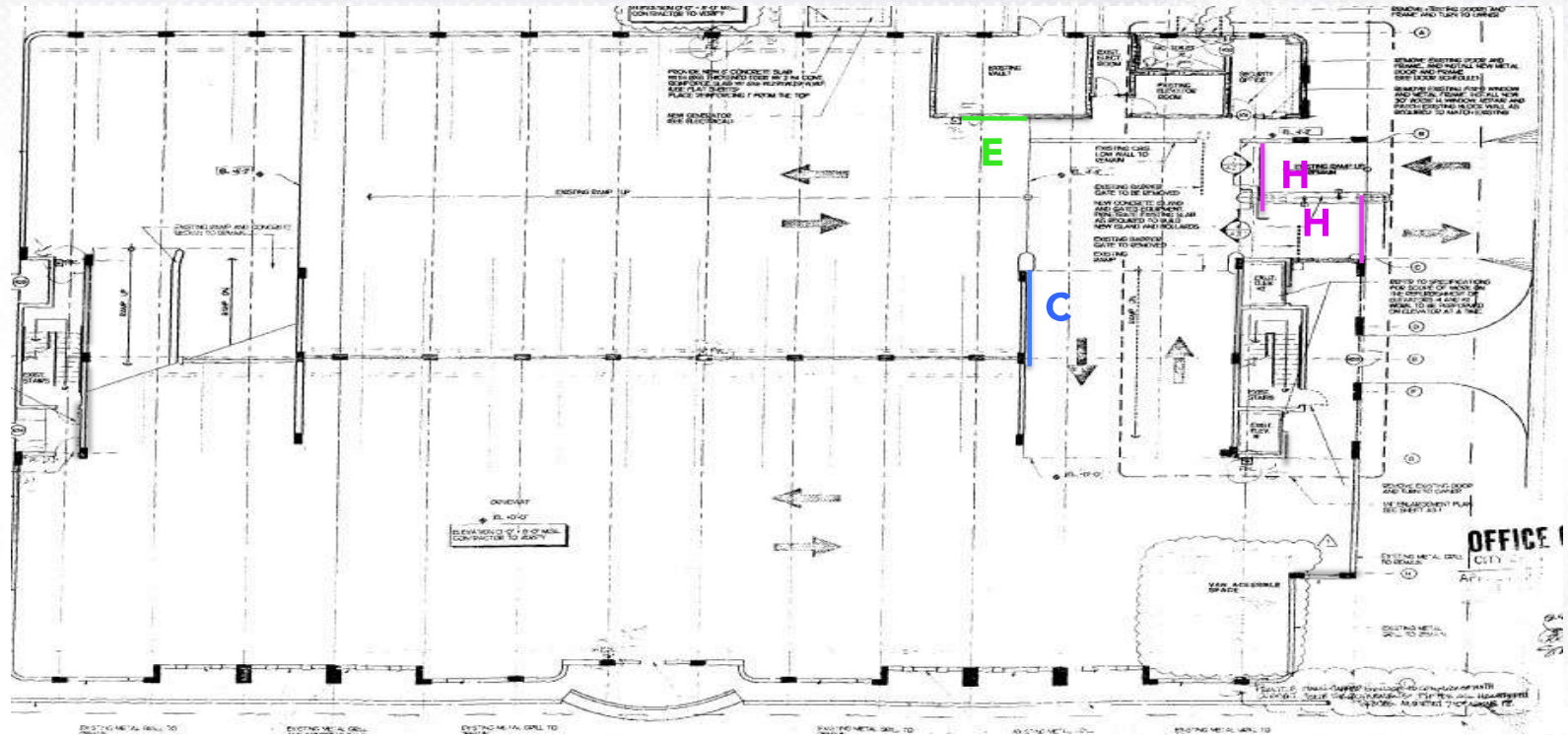
City Media
Advertising Signs

Sign **C**: Frame sign 8' x 16'

Sign **E**: Frame sign 4' x 6'

Sign **F**: Frame sign 2.5'x 3.5'

Sign **H**: Gate sign 1'x 6'
(double sided)



2 signs **F** per elevator car (4 signs total)

SIGN A

SIGN A



SIGN A



PARKING GARAGE 4

Parking Garage 4



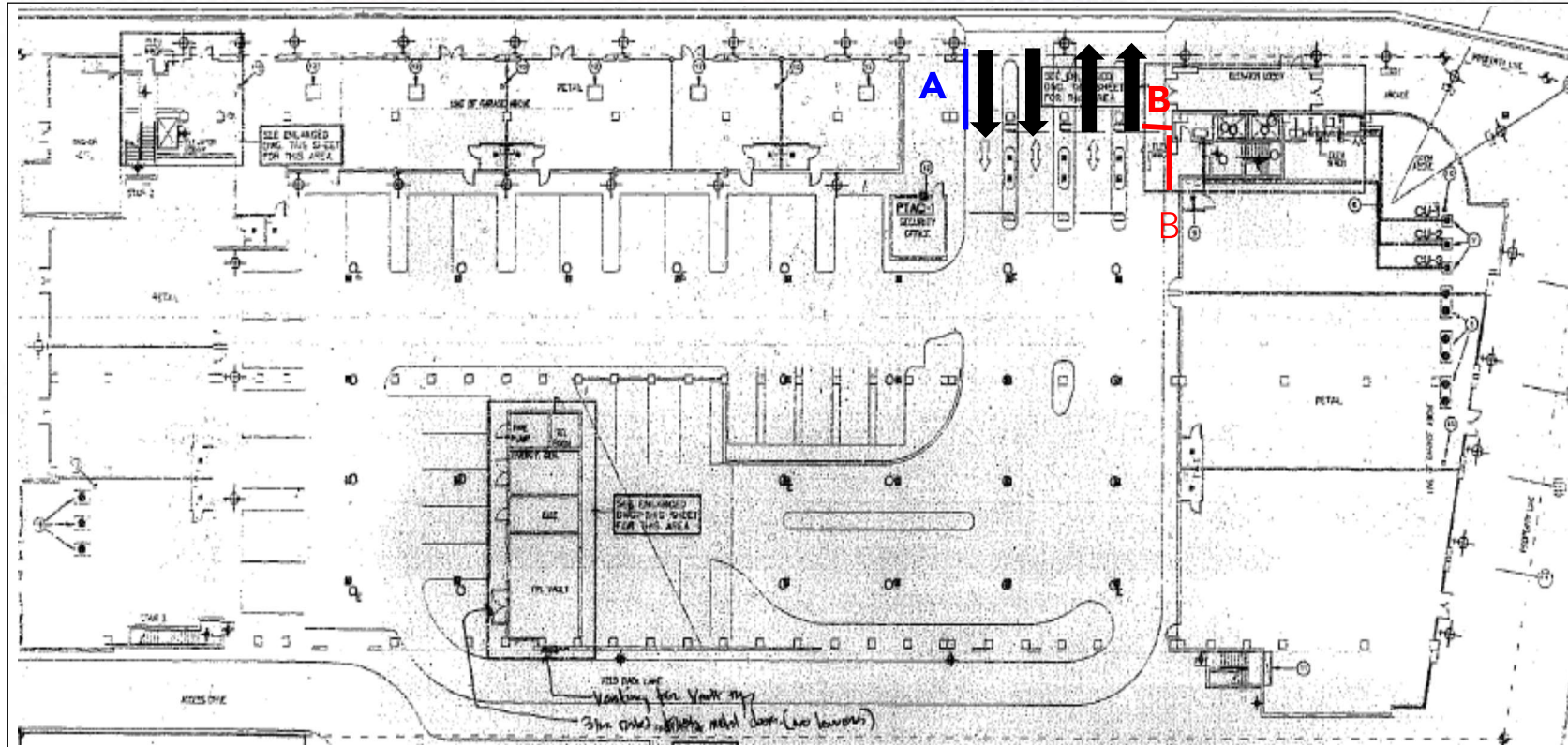
GROUND FLOOR

GarageVision Signs

Sign A: 6' x 12'

Sign B: 6' x 8'

16TH STREET



ALCHEMY

City Media
Advertising Signs

Sign **H**: Gate sign 1'x 6'
(double sided)

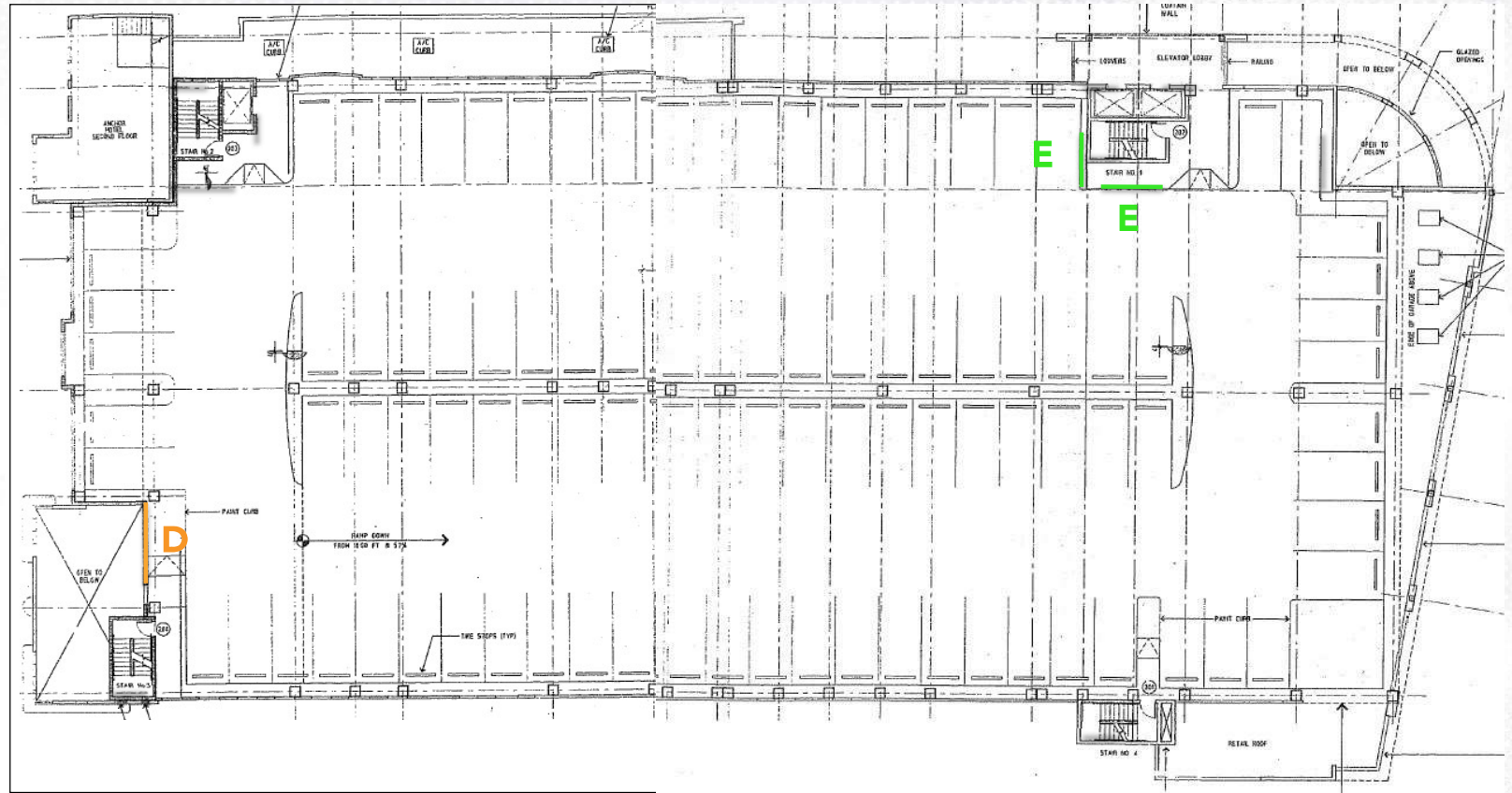


2 signs **F** per elevator car (6 signs total)

City Media
Advertising Signs

Sign **D**: Frame sign 6' x 12'

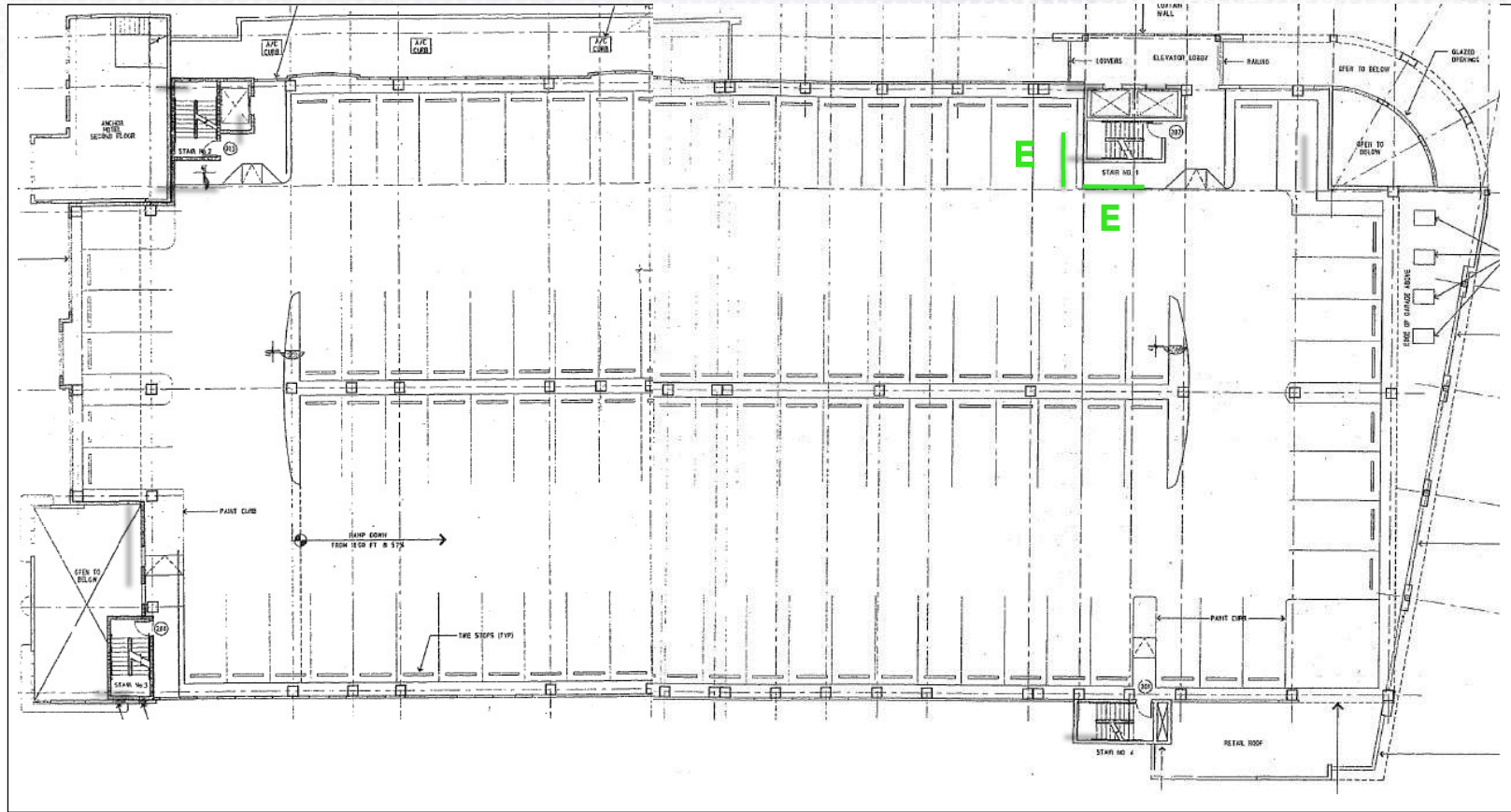
Sign **E**: Frame sign 4' x 6'



THIRD FLOOR

City Media
Advertising Signs

Sign **E**: Frame sign 4' x 6'



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SIGN A



SIGN B



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PARKING GARAGE 5

Parking Garage 5

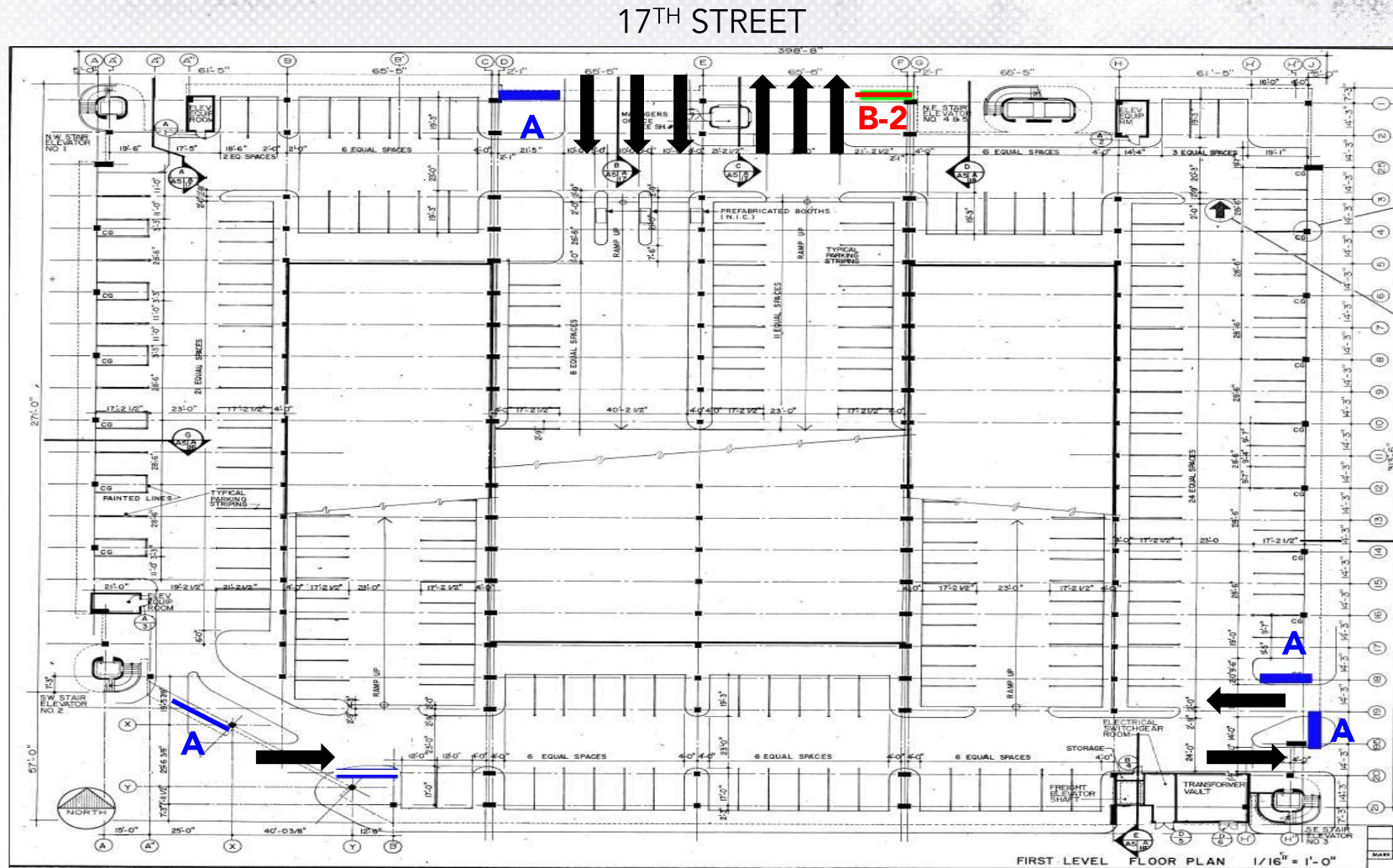


GROUND FLOOR

GarageVision Signs

Sign **A**: 6' x 12'

Sign **B-2**: 6' x 6'



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GROUND FLOOR

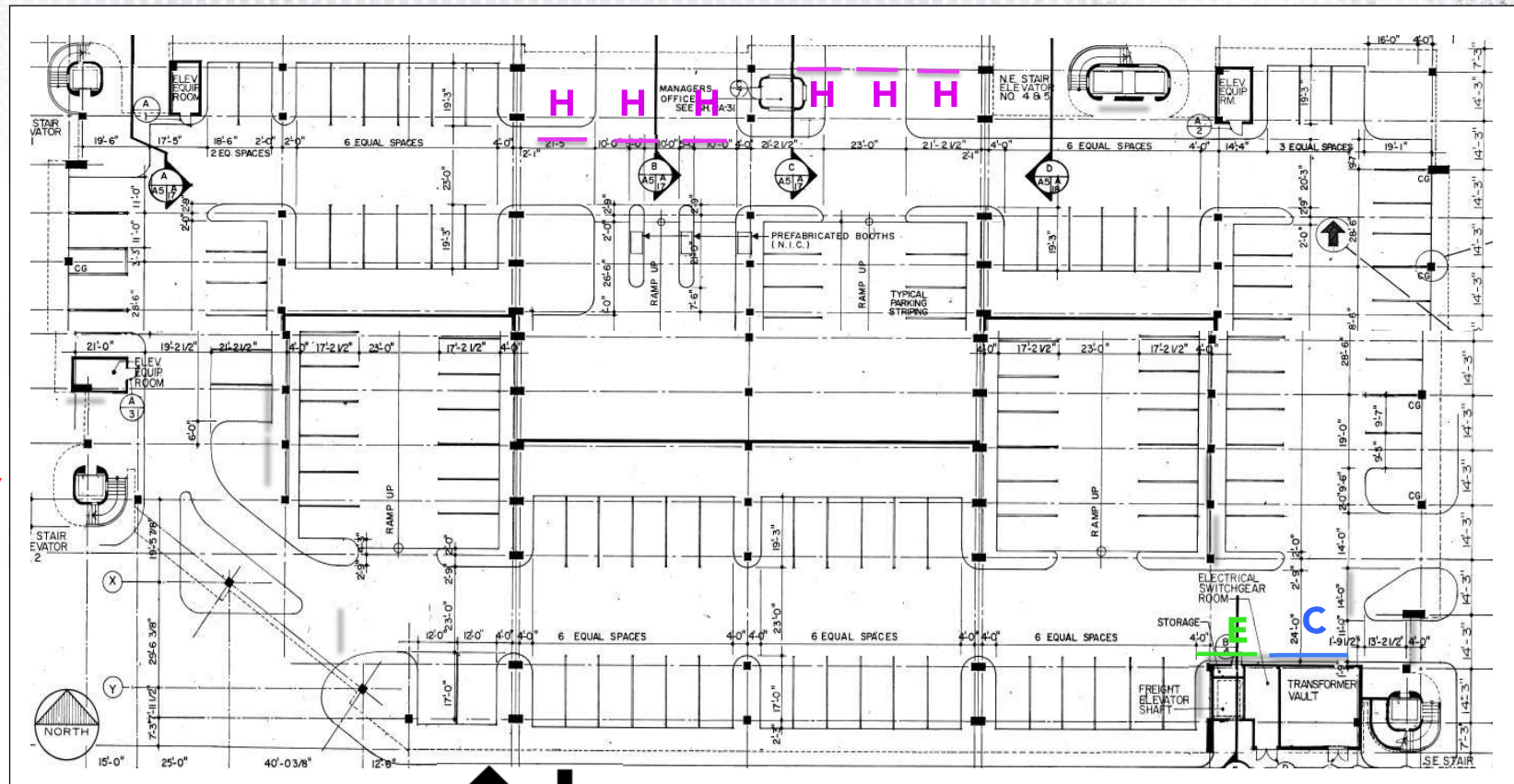
GarageVision Signs

Sign **C**: Frame sign 8' x 16'

Sign **E**: Frame sign 4' x 6'

Sign **F**: Frame sign 2.5'x 3.5'

Sign **H**: Gate sign 1'x 6'
(double sided)



2 **signs F** per elevator car (10 signs total)

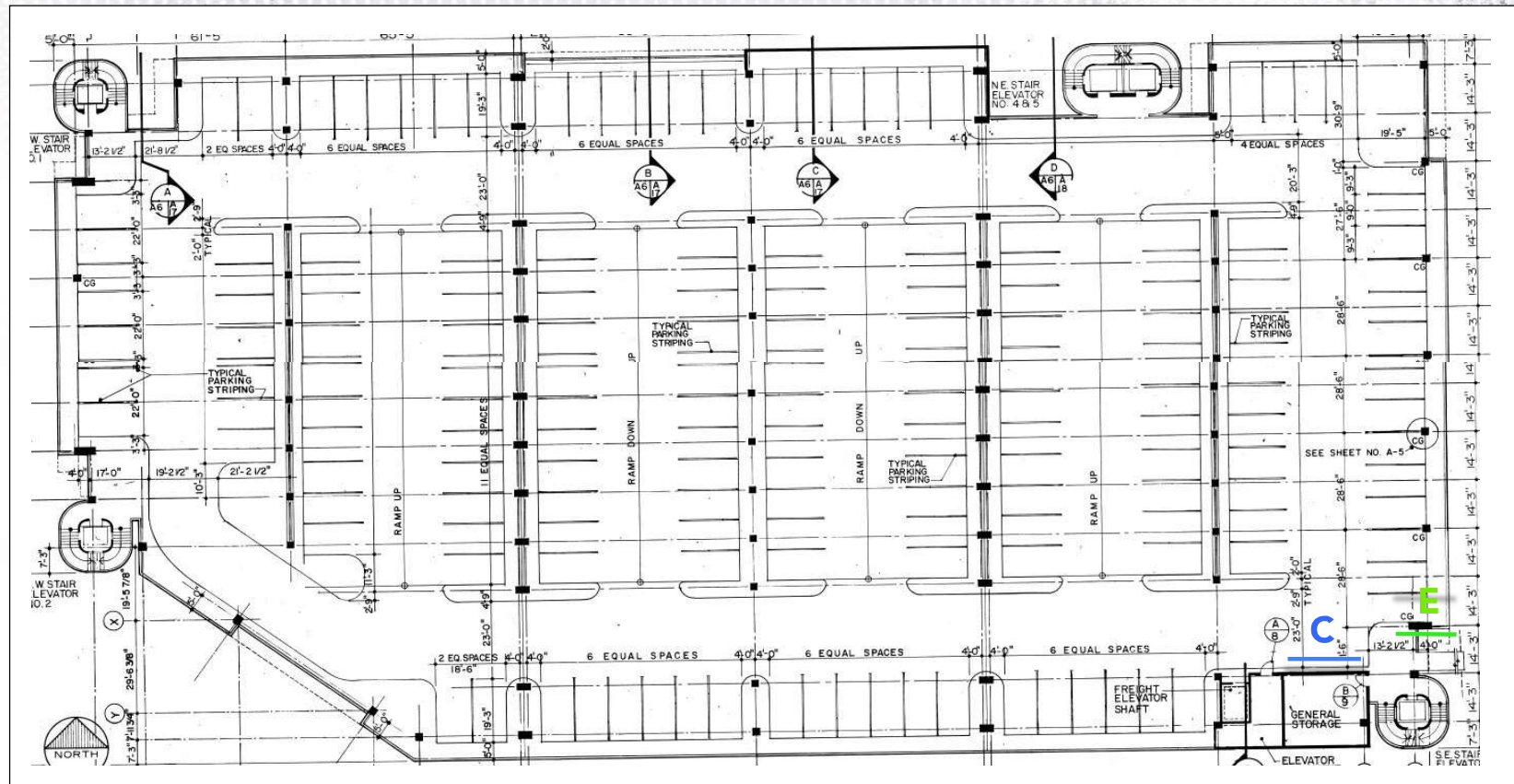
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SECOND FLOOR

GarageVision Signs

Sign C: Wrap sign 8' x 16'

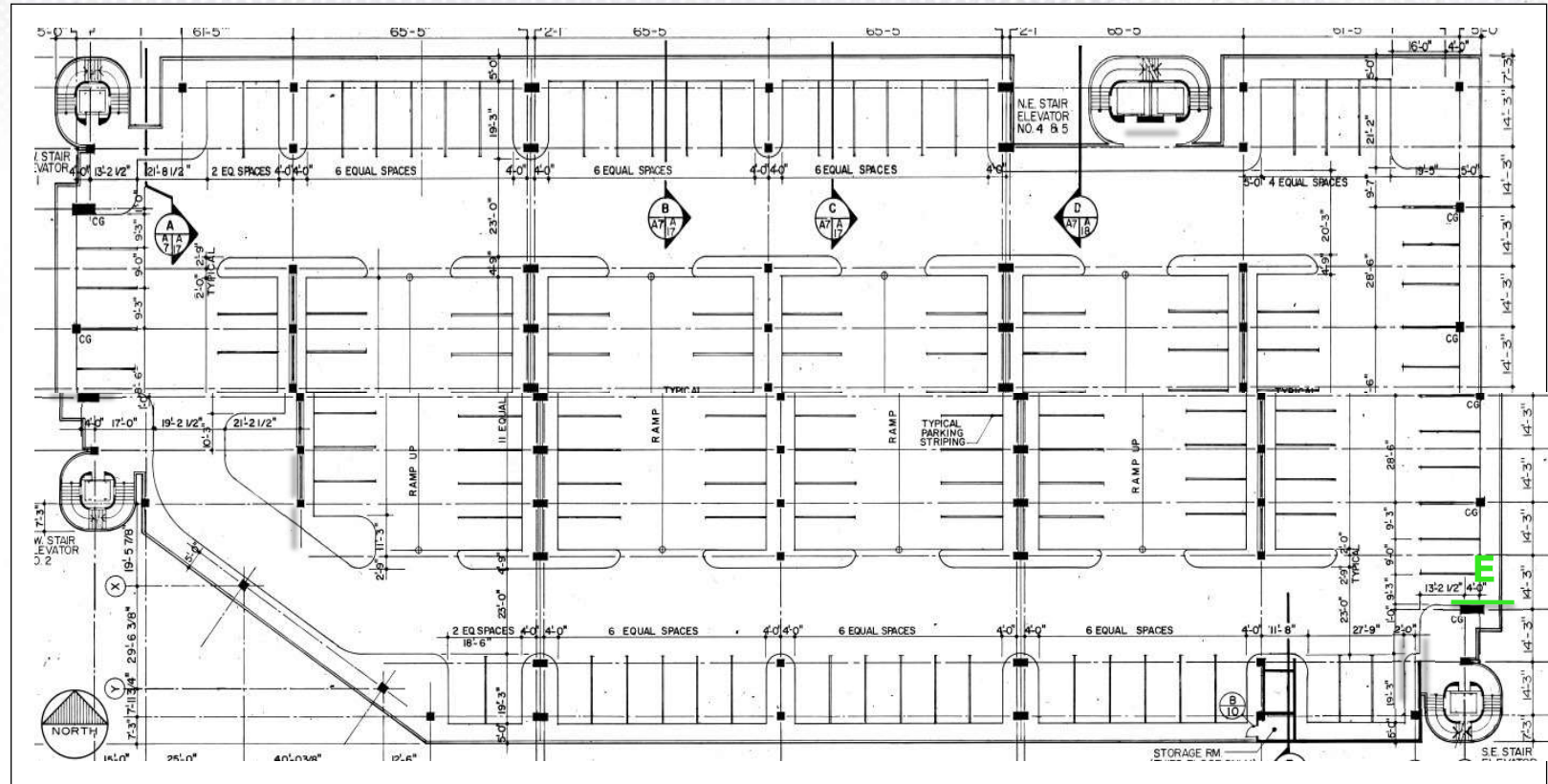
Sign E: Frame sign 4' x 6'



THIRD FLOOR

GarageVision Signs

Sign E: Frame sign 4' x 6'



SIGN A



SIGN A



SIGN B-2



SIGN A



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SIGN A



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PARKING GARAGE 6

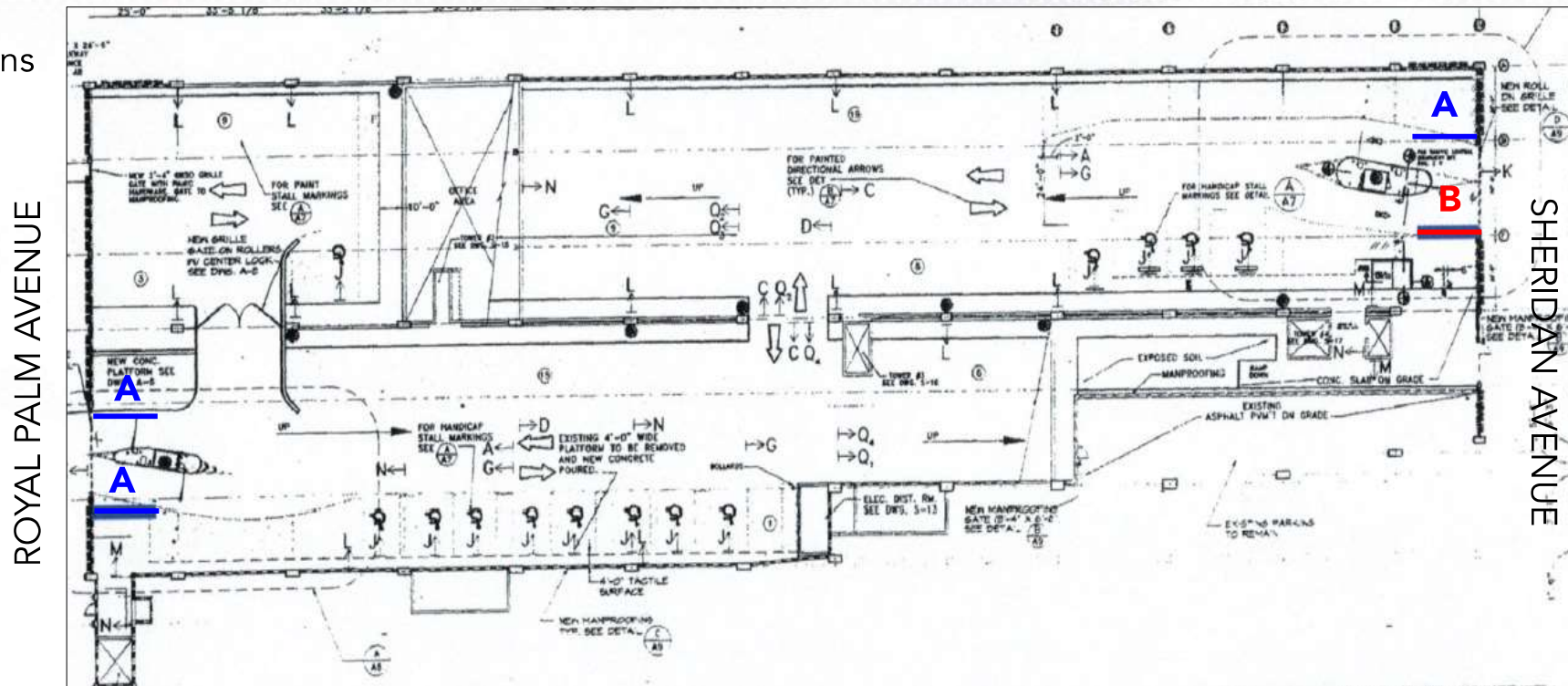
Parking Garage 6



GarageVision Signs

Sign **A**: 6' x 12'

Sign **B**: 6' x 8'



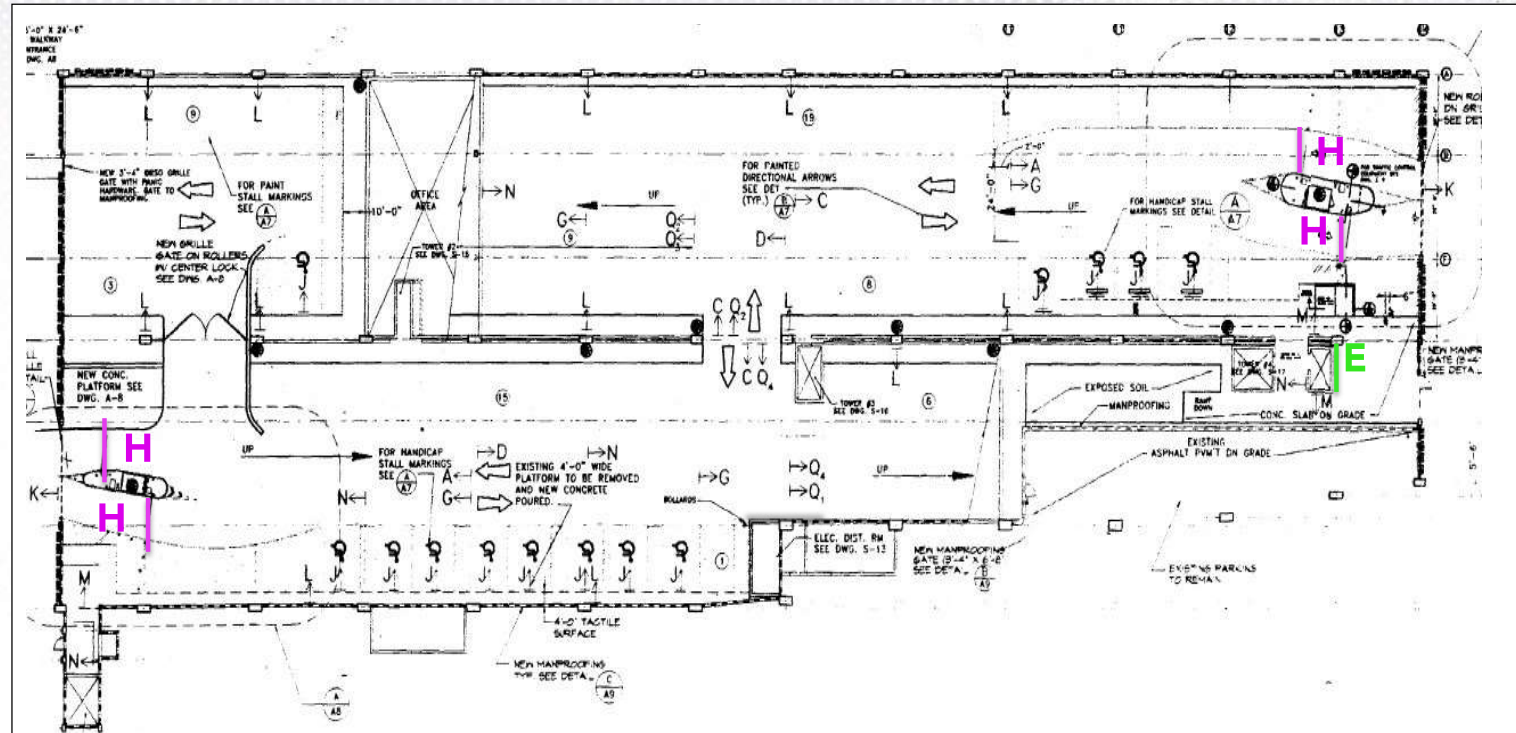
GROUND FLOOR

GarageVision Signs

Sign **E**: Frame sign 4' x 6'

Sign **F**: Frame sign 2.5'x 3.5'

Sign **H**: Gate sign 1'x 6'
(double sided)



2 signs **F** per elevator car (4 signs total)

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SIGN B



SIGN A



SIGN A



SIGN A



ALCHMY

PARKING GARAGE 7

Parking Garage 7



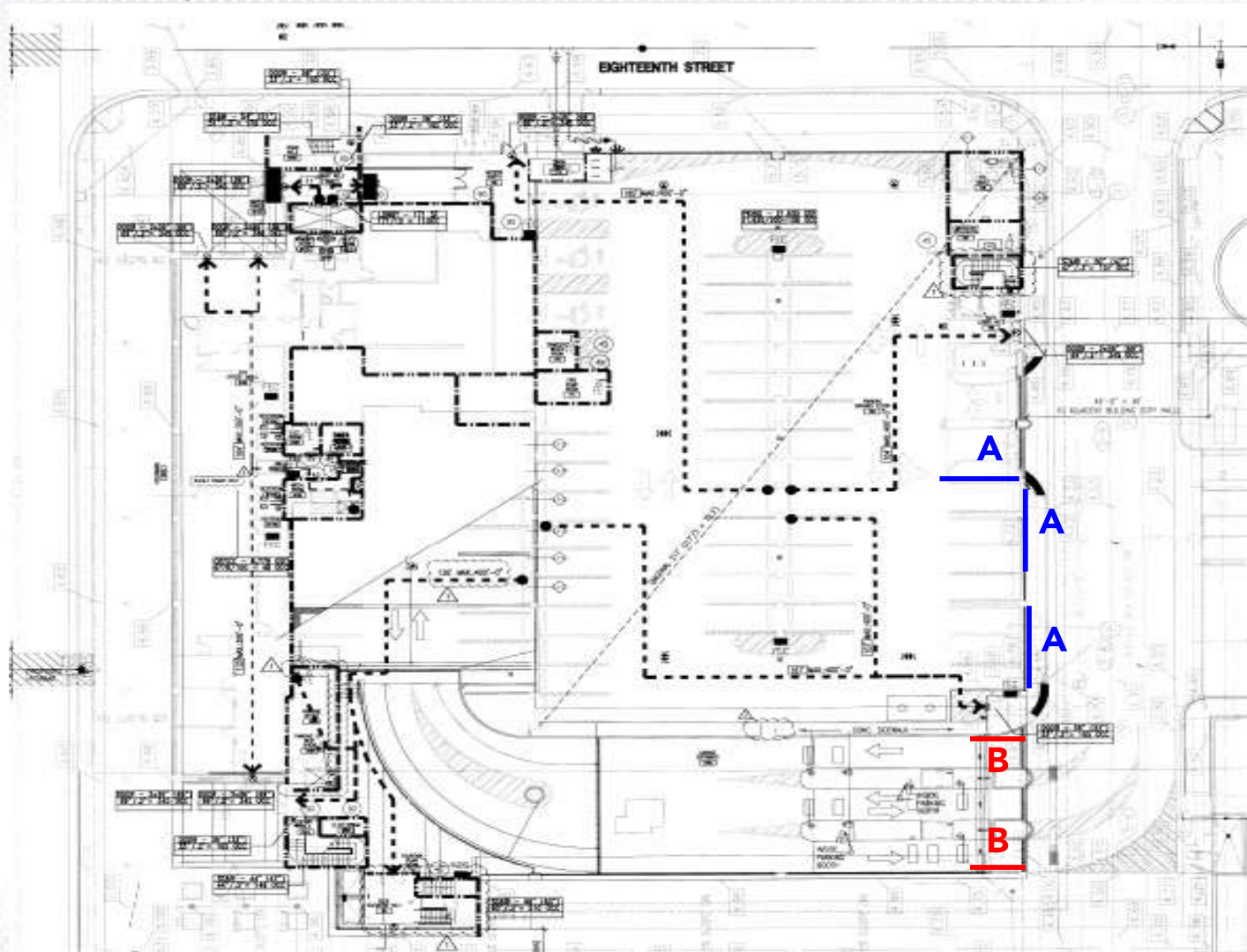
GROUND FLOOR

GarageVision Signs

MERIDIAN AVENUE

Sign **A**: 6' x 12'

Sign **B**: 6' x 8'



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GROUND FLOOR

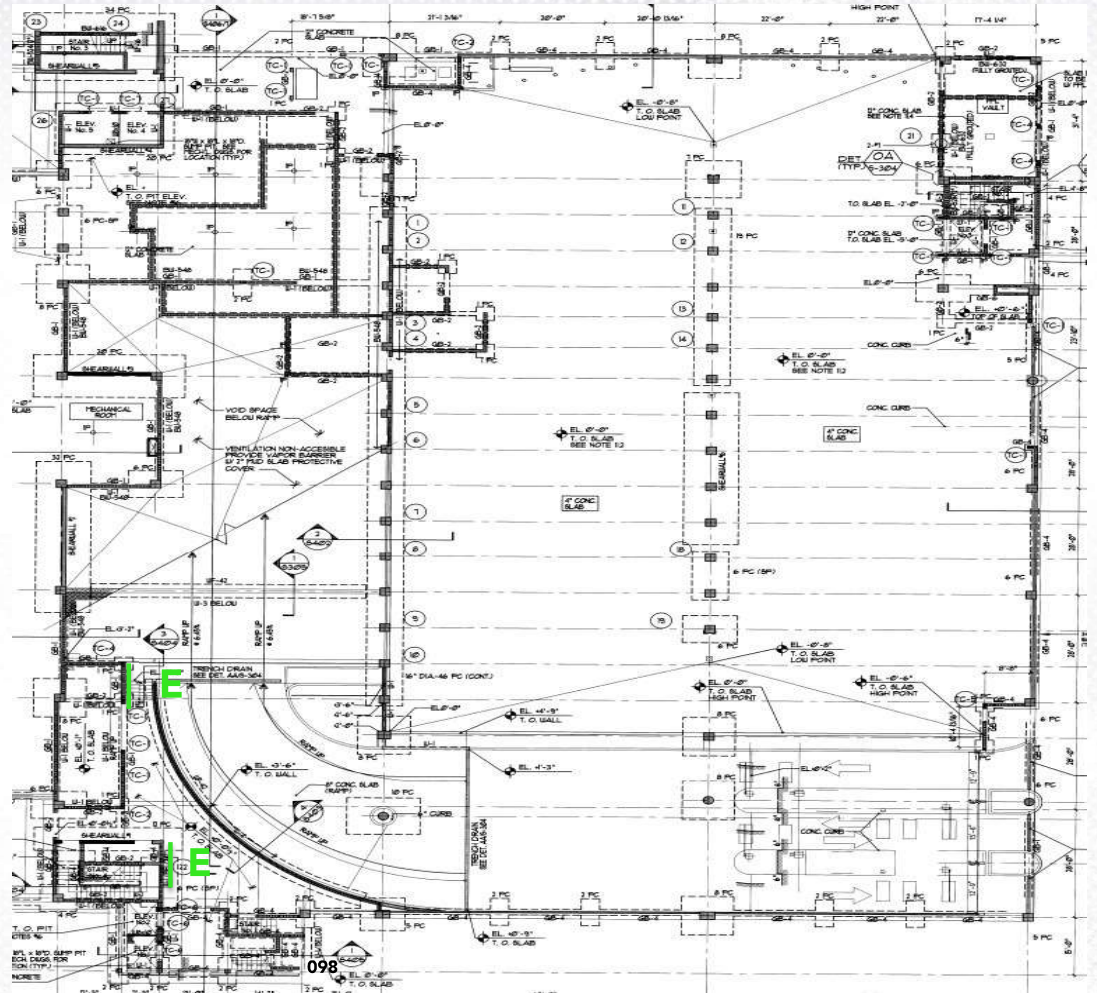
GarageVision Signs

Sign **F**: Frame sign 2.5'x 3.5'

Sign **E**: Frame sign 4' x 6'



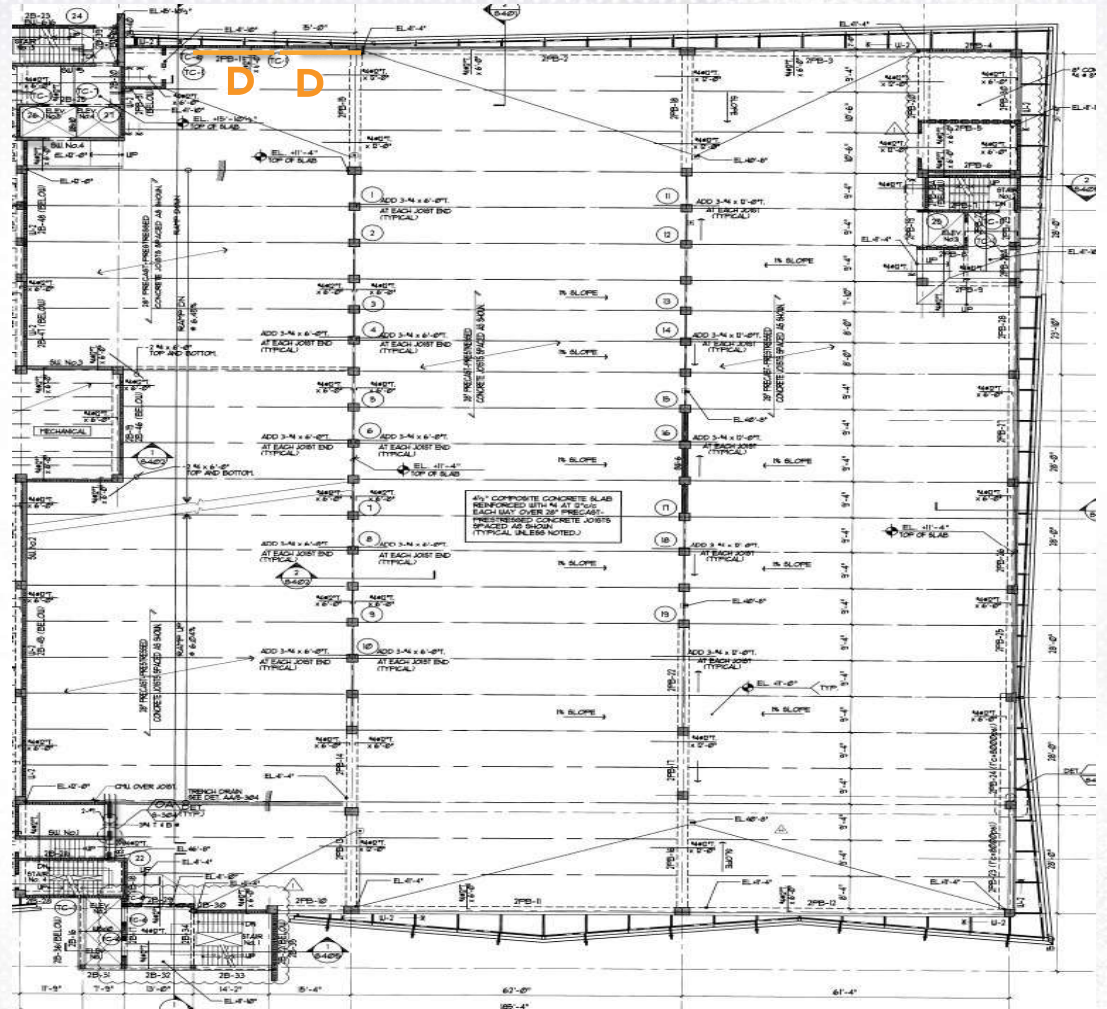
2 **signs F** per elevator car
(10 signs total)



SECOND FLOOR

GarageVision Signs

Sign **D**: Frame sign 6' x 12'



SIGN A

SIGN B



SIGN A

SIGN A



PARKING GARAGE 9

Parking Garage 9



GROUND FLOOR

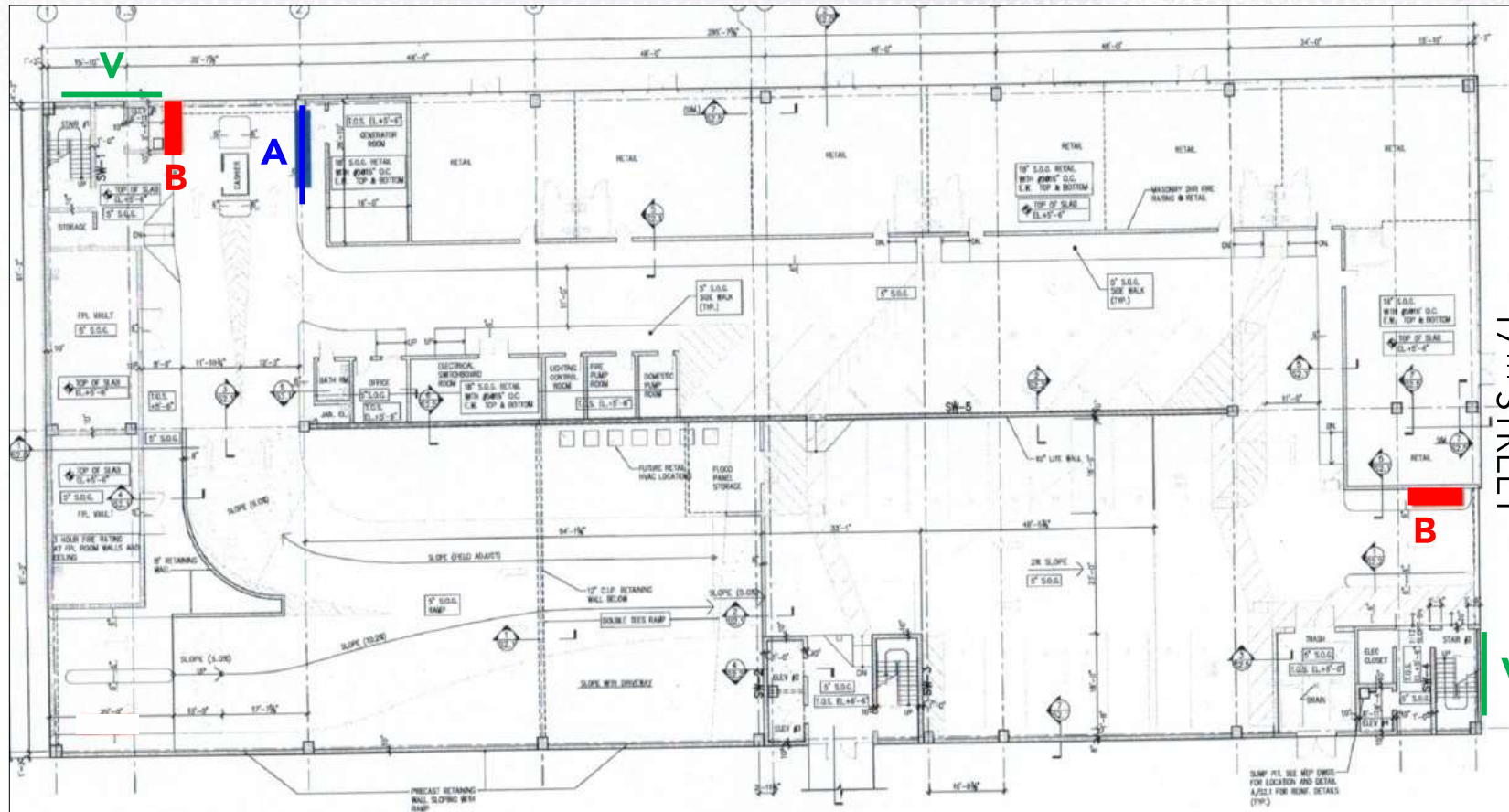
GarageVision Signs

Sign **A**: 6' x 12'

Sign **B**: 6' x 8'

Sign **V**: 11' x 20'

PENNSYLVANIA AVENUE



17TH STREET

V

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GROUND FLOOR

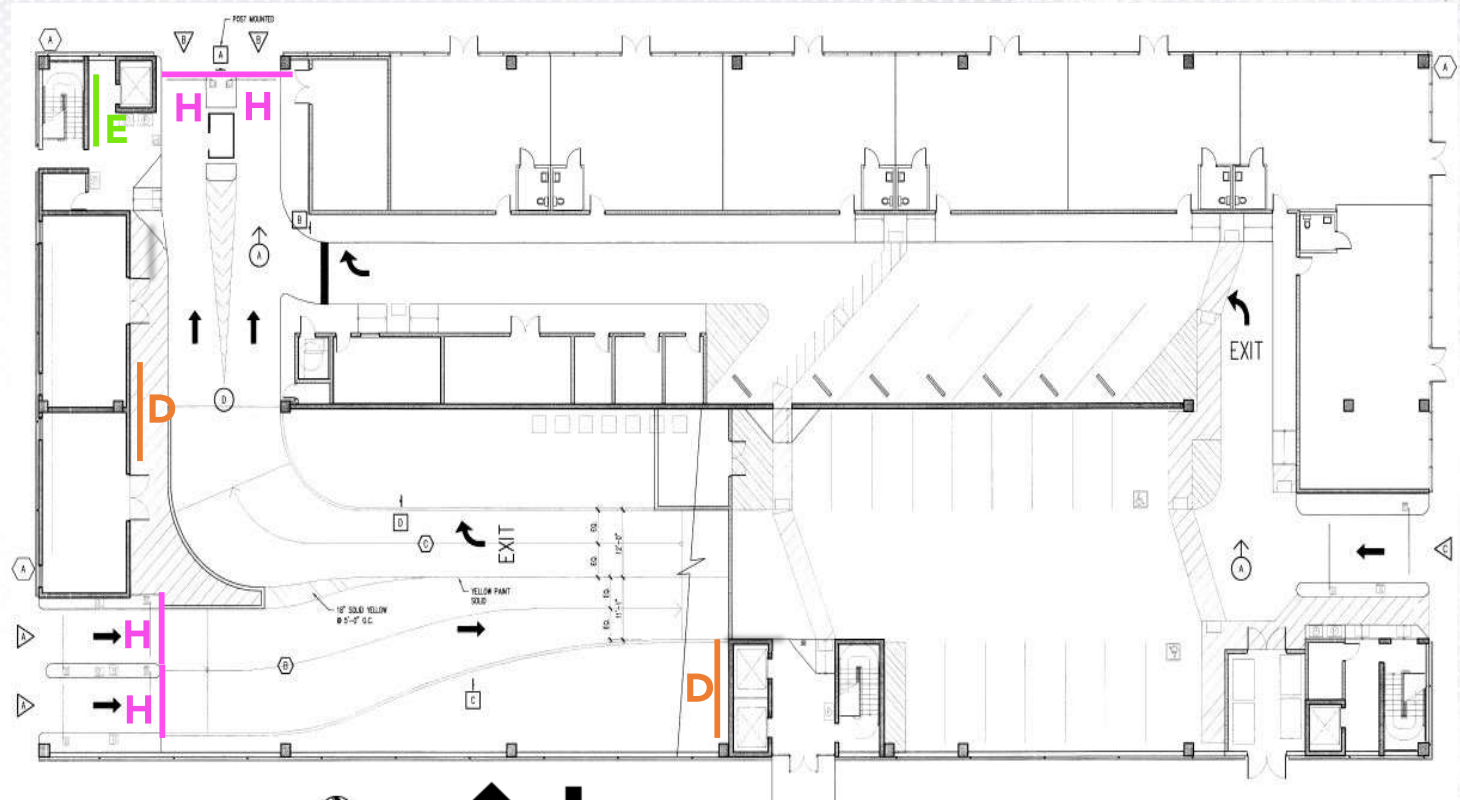
GarageVision Signs

Sign **D**: Frame sign 6' x 12'

Sign **E**: Frame sign 4' x 6'

Sign **F**: Frame sign 2.5'x 3.5'

Sign **H**: Gate sign 1'x 6'
(double sided)



2 signs **F** per elevator car (8 signs total)

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SIGN B



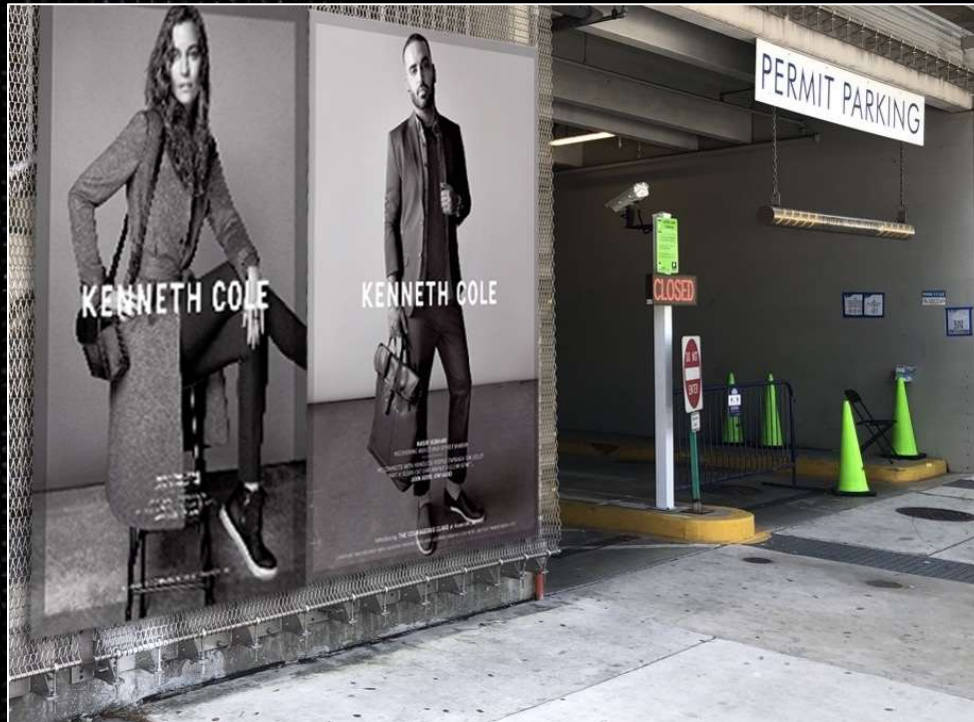
SIGN A



SIGN B



SIGN V



SIGN V



PARKING GARAGE 10

Parking Garage 10



GROUND FLOOR

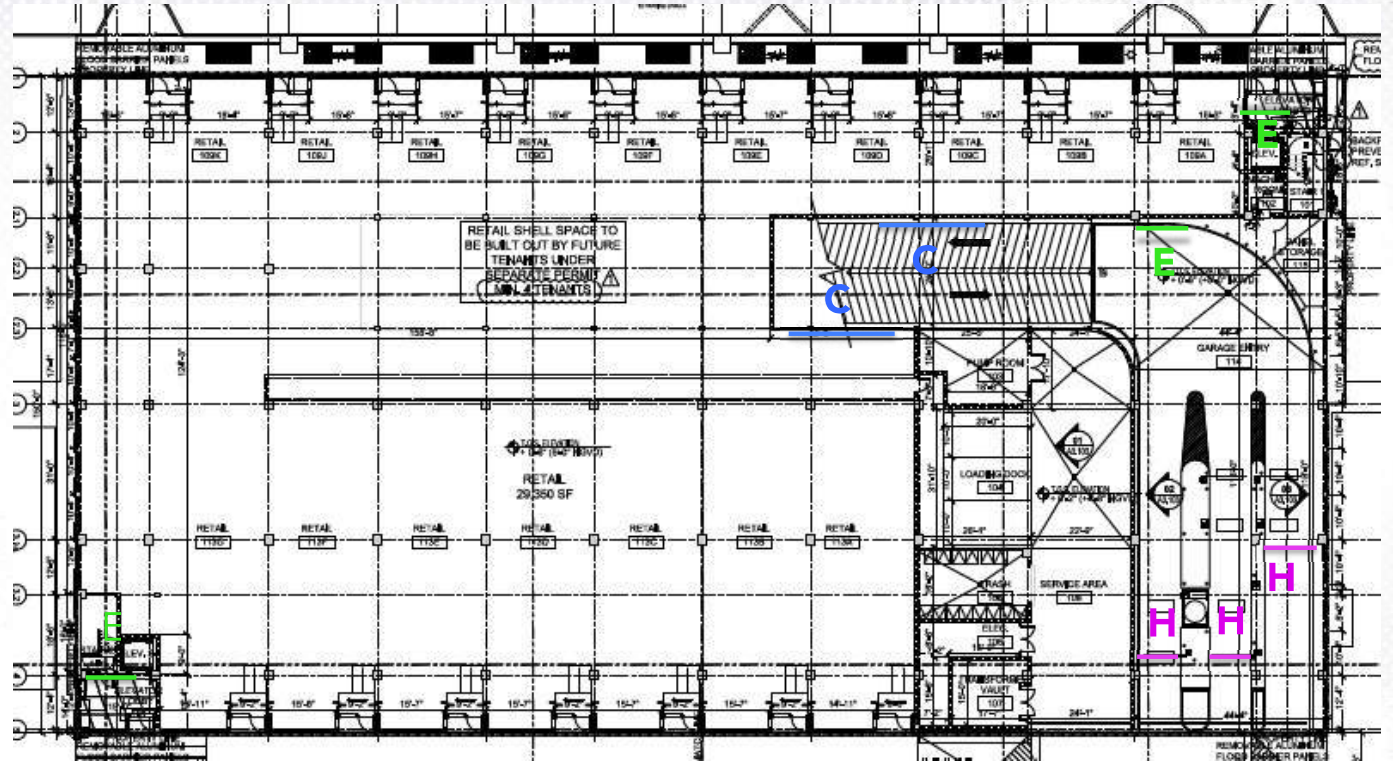
GarageVision Signs

Sign **C**: Frame sign 8' x 16'

Sign **E**: Frame sign 4' x 6'

Sign **F**: Frame sign 2.5'x 3.5'

Sign **H**: Gate sign 1'x 6'
(double sided)



2 signs **F** per elevator car (4 signs total)

ALCHEMY

SIGN A



SIGN A



WILD IN THE STREETS *SINCE '69*



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