



Proposal Plan III	
\$160,000 Minimum annual Guarantee + 15% 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**	\$ 1,006,600.00
**Proposed Media Plan based on the attached Miami Beach New Media plan PLAN III (12-15-22)	
Annual Revenues for Miami Beach	
Minimum annual Guarantee	\$ 160,000.00
15% of Annual Net Revenues	\$ 150,990.00
Total Annual Revenues to Miami Beach	\$ 310,990.00

Additional Benefit to Miami Beach	
Free Public Service Announcements - 10% of available Garage Vision media - monthly benefit including Production	\$ 10,211.00
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	\$ 13,319.00
Total Additional Annual benefit	\$ 159,828.00
Total Annual value of Proposal Plan I	\$ 470,818.00

1. Proposed Media Plan includes static, digital and SAV window signs
2. Free Public PSA assumes 10% of Total Net Revenues of \$1,006,600/12 + \$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 WITH WINDOW SIGNS AND
WITHOUT DIGITAL UNITS
PLAN III



Type of Static Signs To Be Installed



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



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



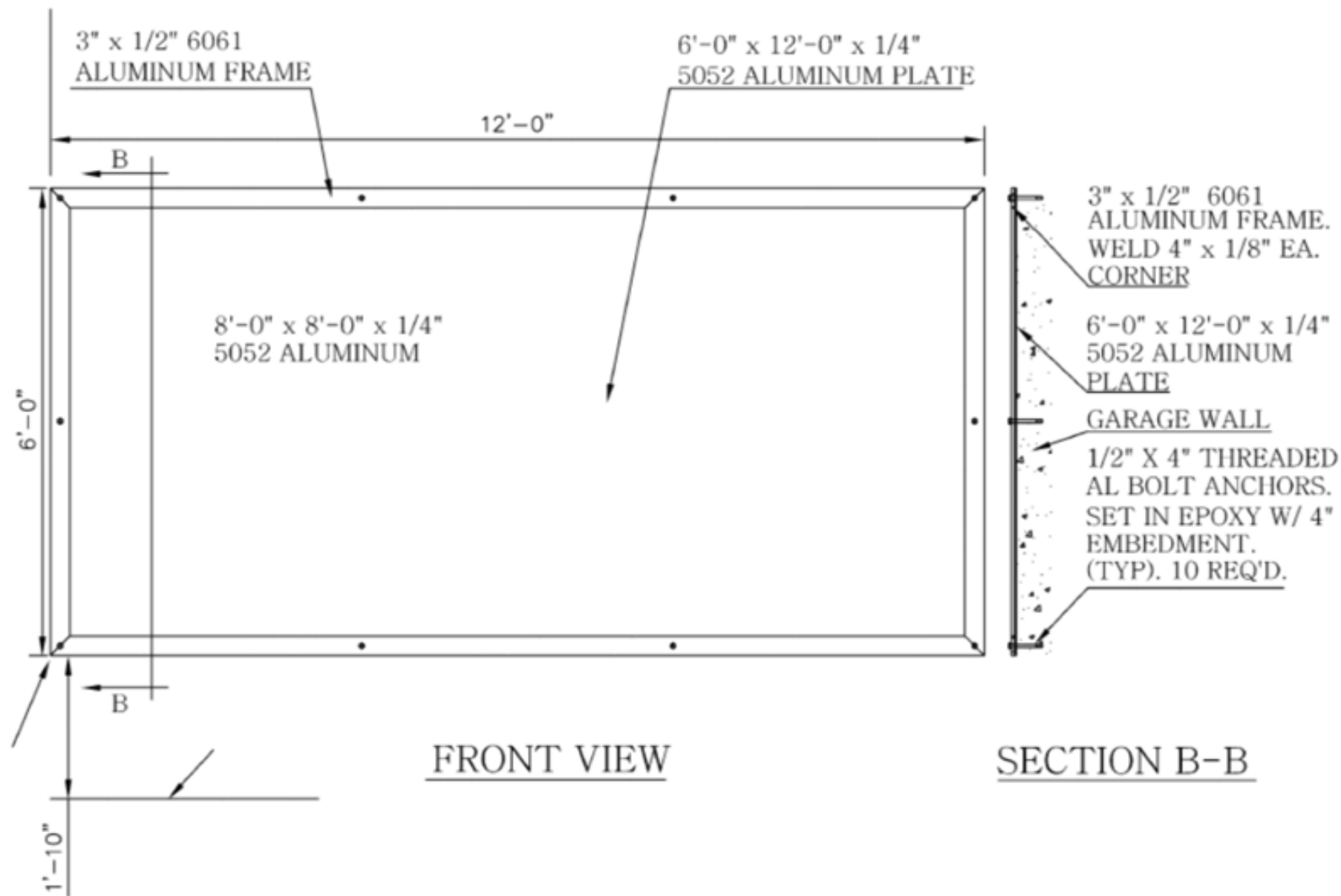
Sign **B-2**: 6' x 6'

SIGN A

GarageVision Signs

Wall Mount:

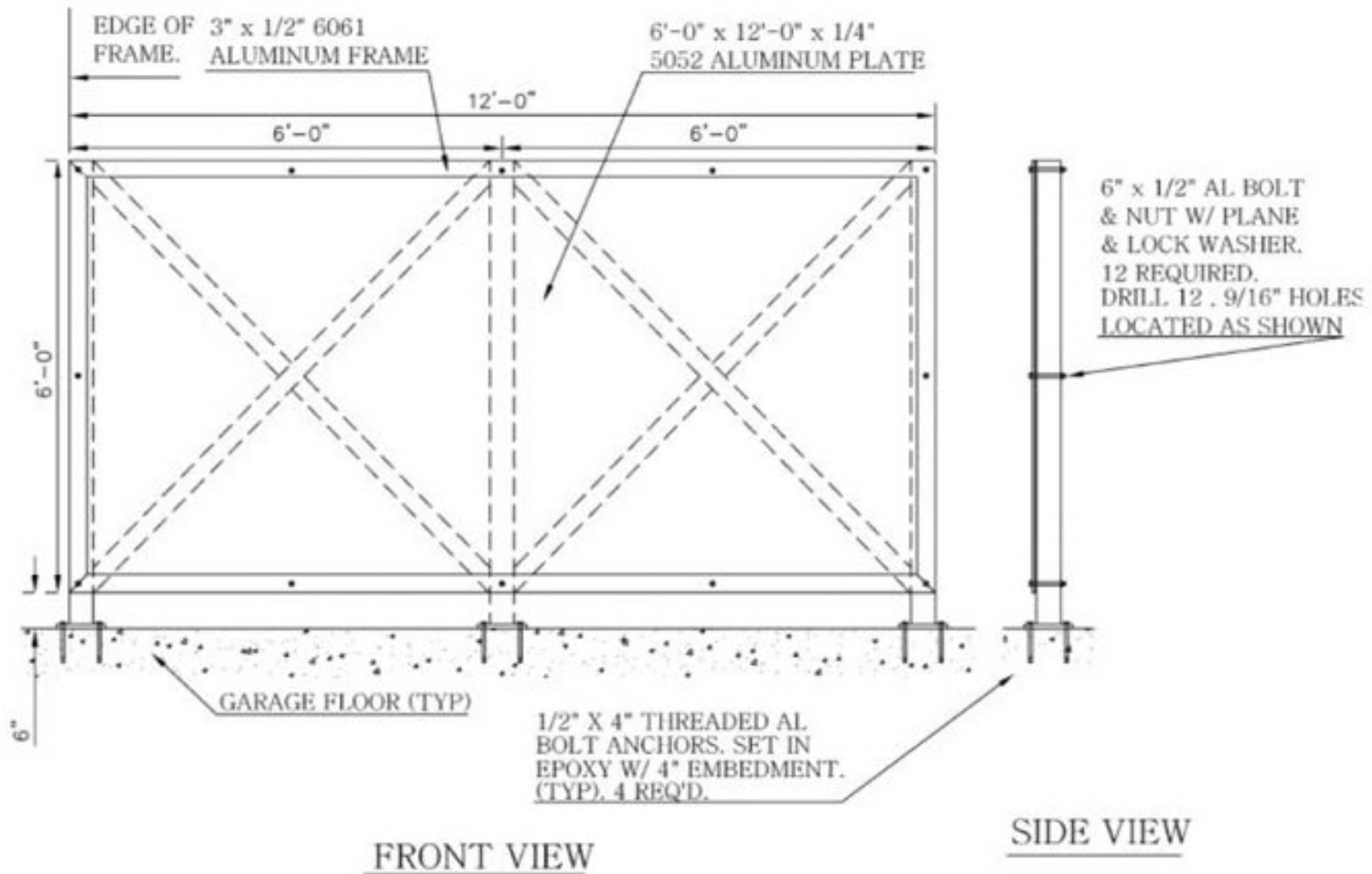
6' x 12'



SIGN A

GarageVision Signs

Floor Mount:
6' x 12'





SIGN A

GarageVision Signs

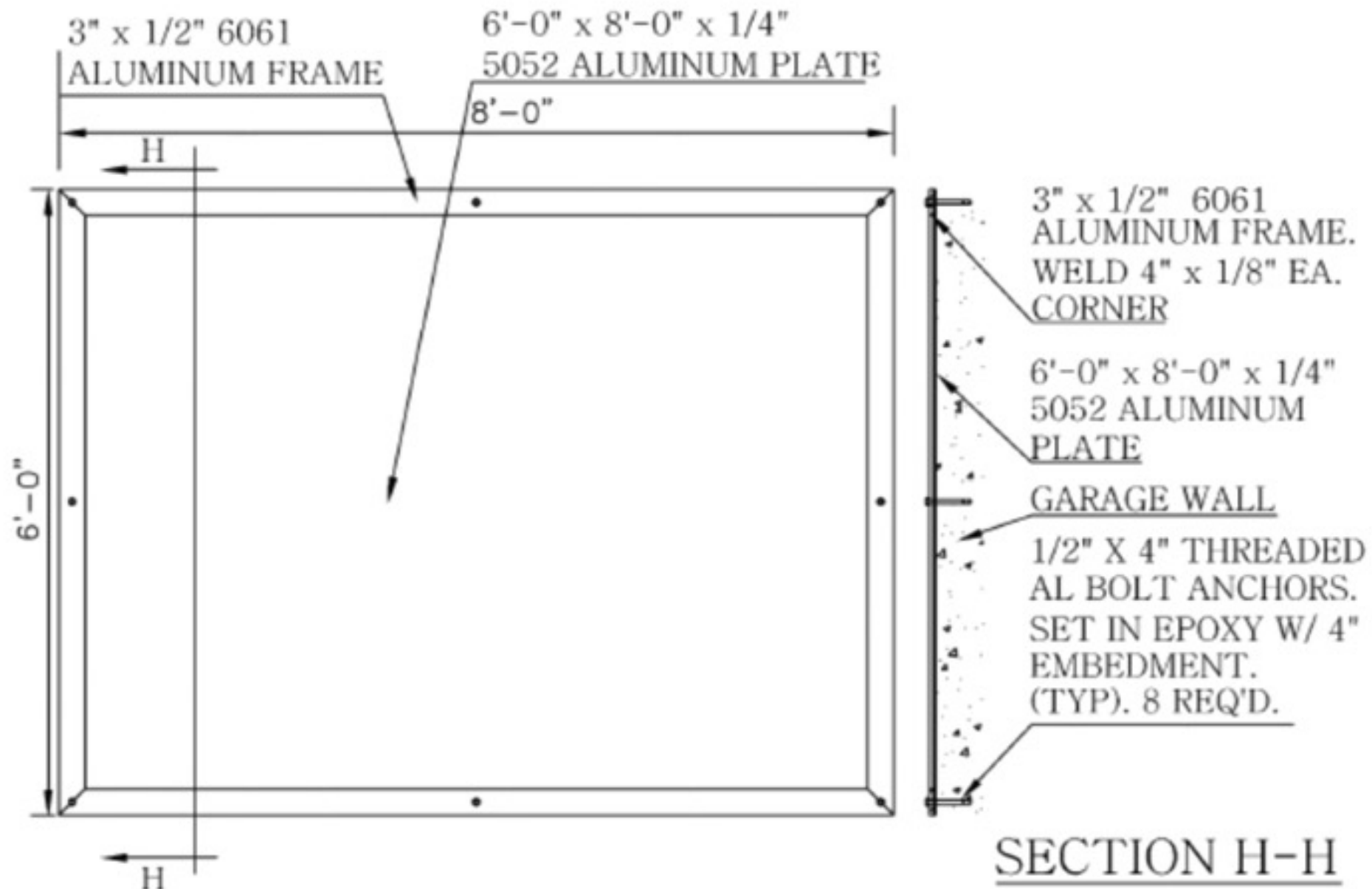


SIGN B

GarageVision Signs

Wall Mount:

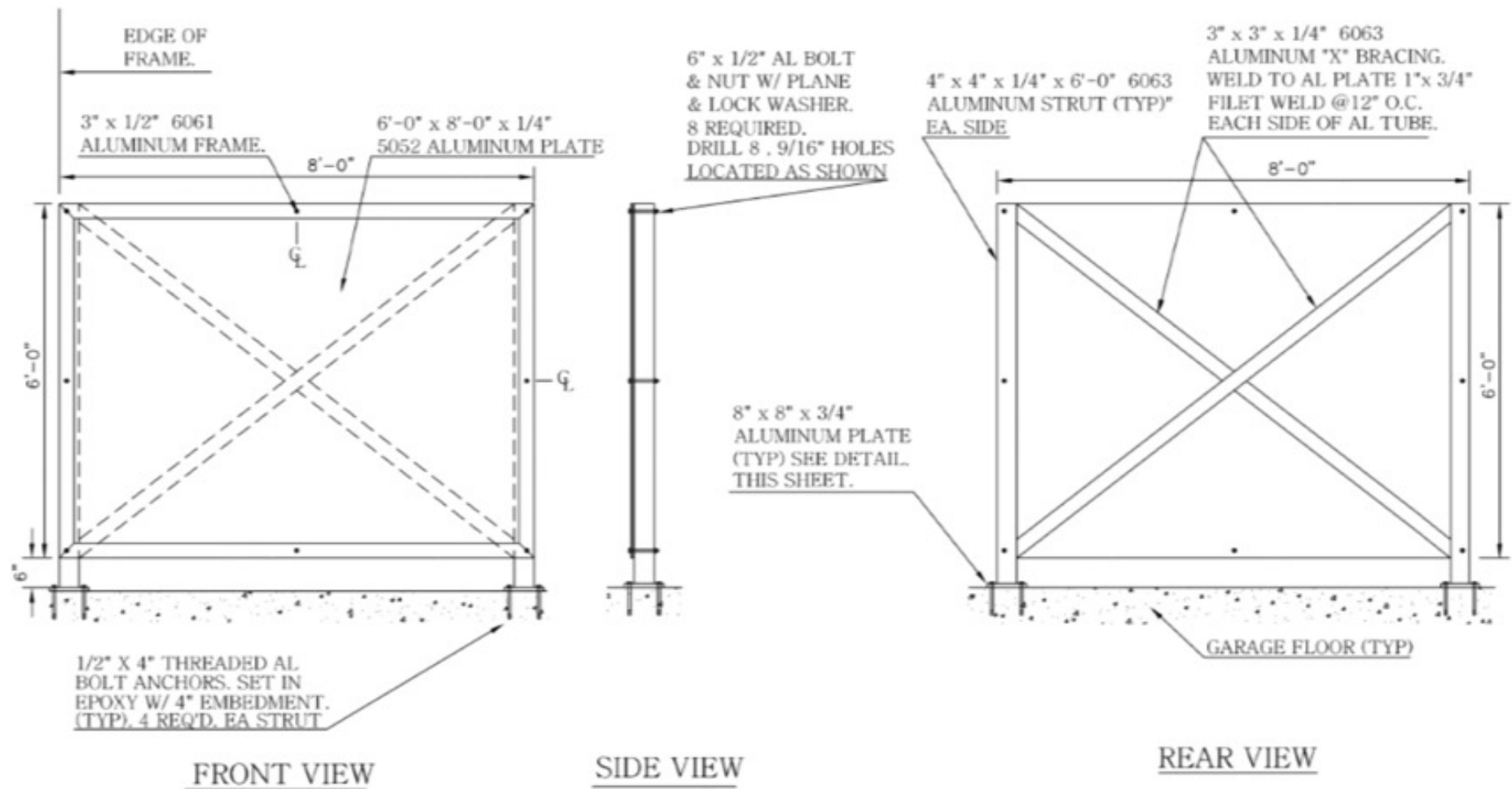
6' x 8'



SIGN B

GarageVision Signs

Floor Mount:
6' x 8'





SIGN B

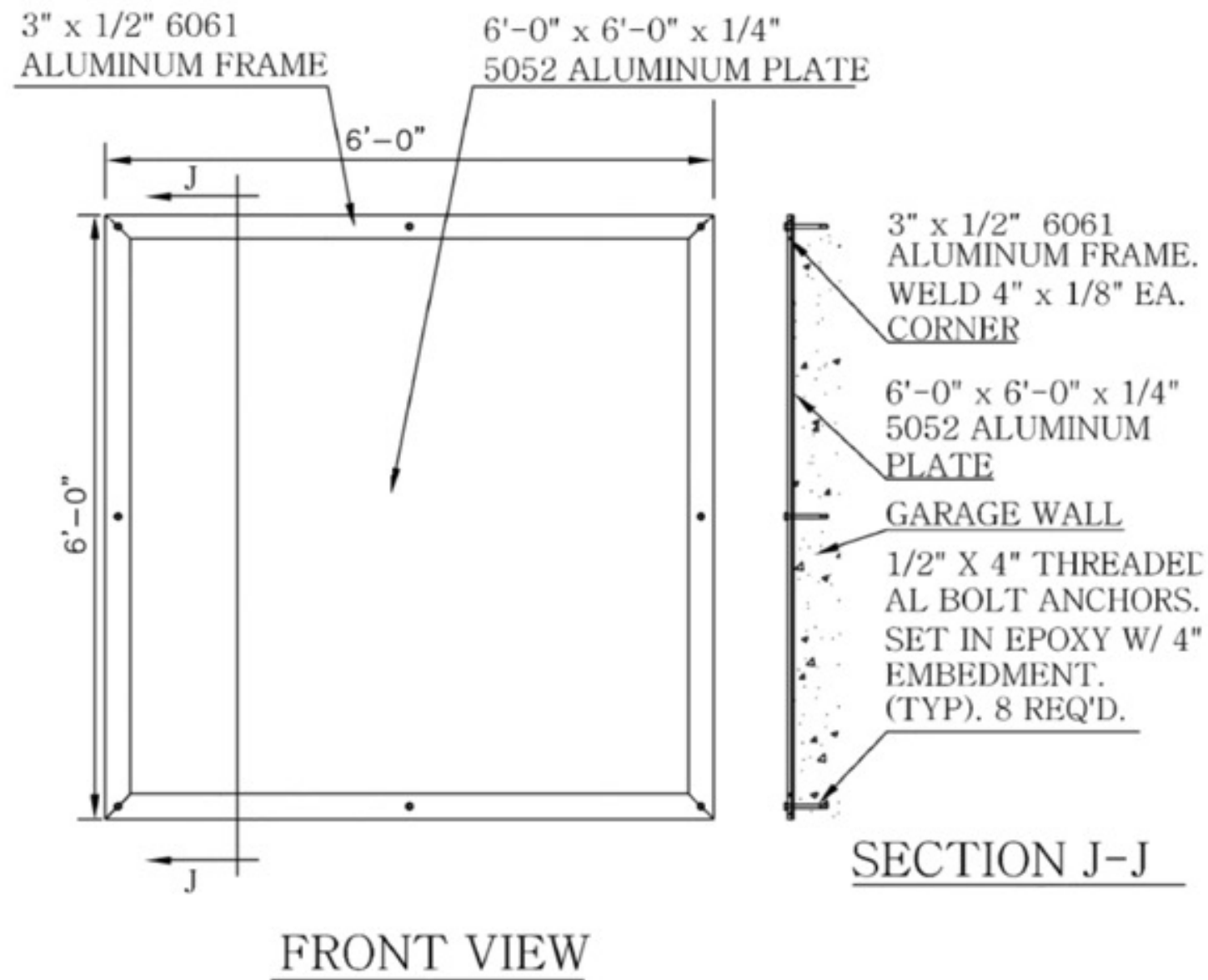
GarageVision Signs



SIGN B-2

GarageVision Signs

Wall Mount:
6' x 6'



SIGN C

City Media Interior Signs

Wall Mount:
8' x 16'

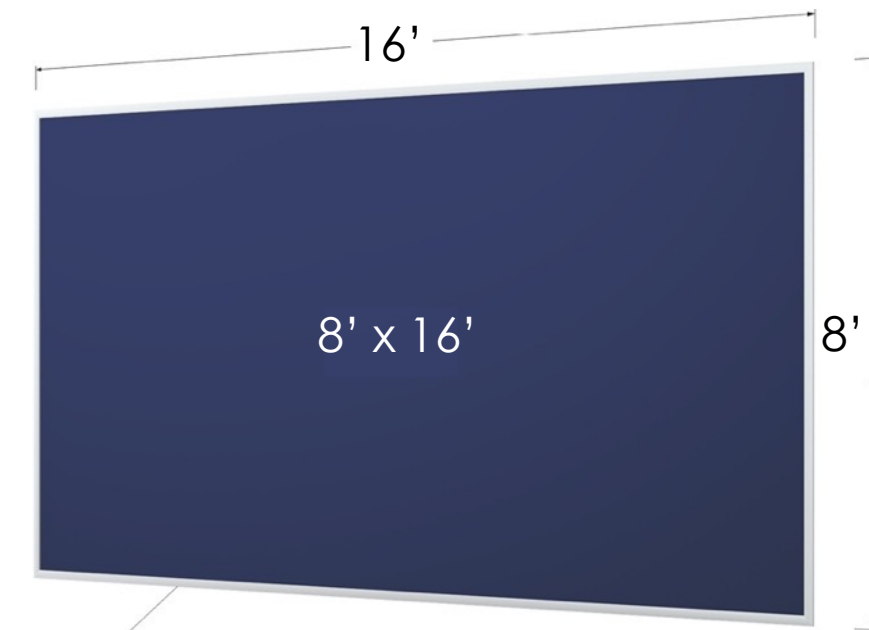
Aluminum snap frame bolted to the wall
with advertising banner printed.
Size is 8' x 16'.

SIGN D

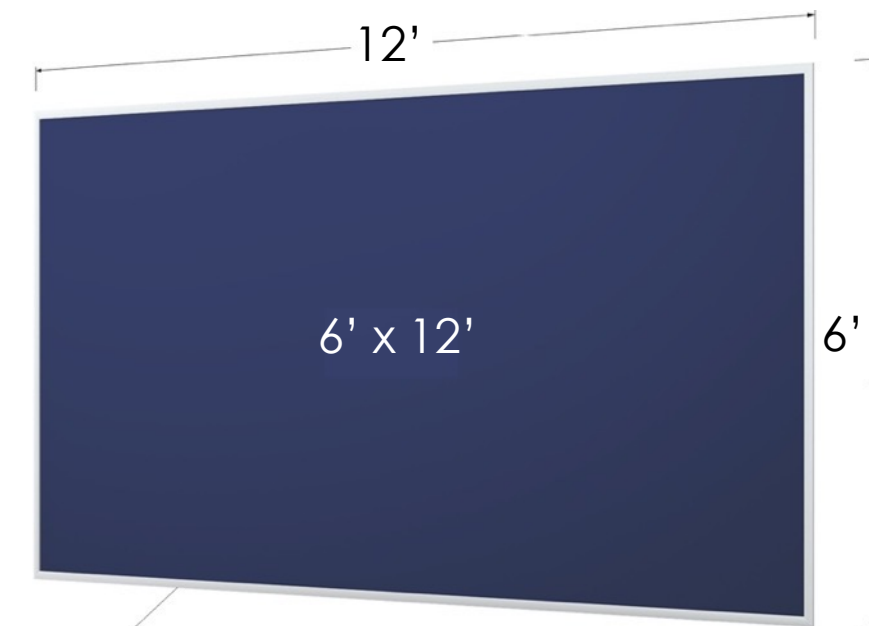
City Media Interior Signs

Wall Mount:
6' x 12'

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



Easy-Open SnapFrame - ME



Easy-Open SnapFrame - ME

SIGN E

City Media Interior Signs

Wall Mount:
6' x 4'

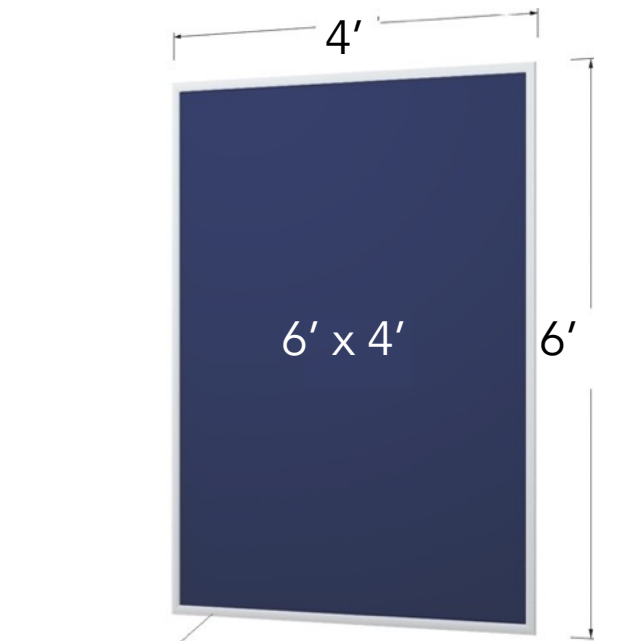
Aluminum snap frame bolted to the wall
with advertising banner printed.
Size is 6' x 4'.

SIGN F

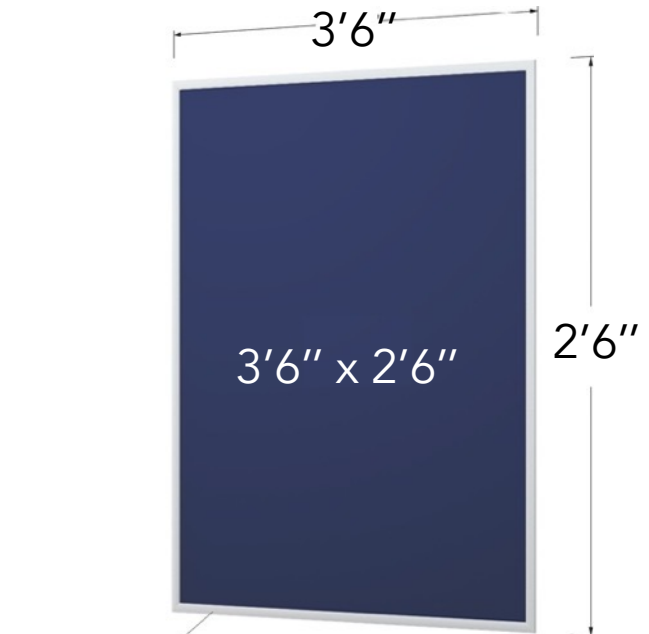
City Media Interior Signs

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

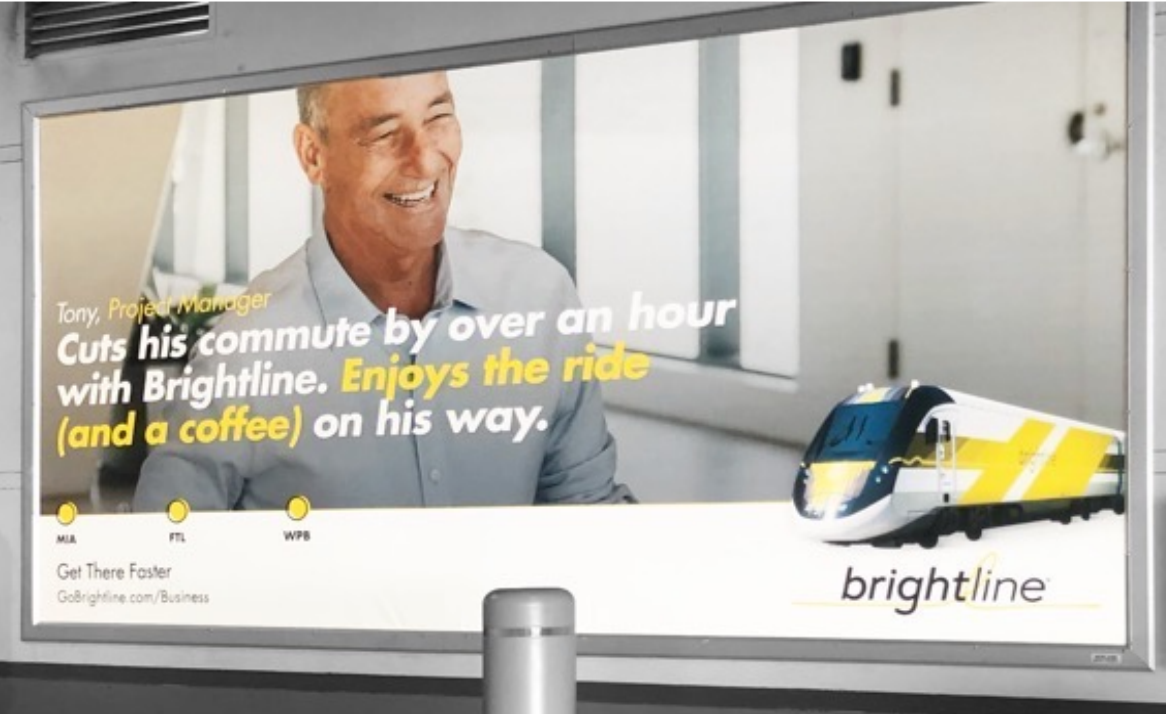
Aluminum snap frame bolted to the wall
with advertising banner printed.
Size is 3'6" x 2'6".



Easy-Open SnapFrame - ME



Easy-Open SnapFrame - ME



SIGN C
SIGN D
SIGN E
SIGN F

City Media Signs



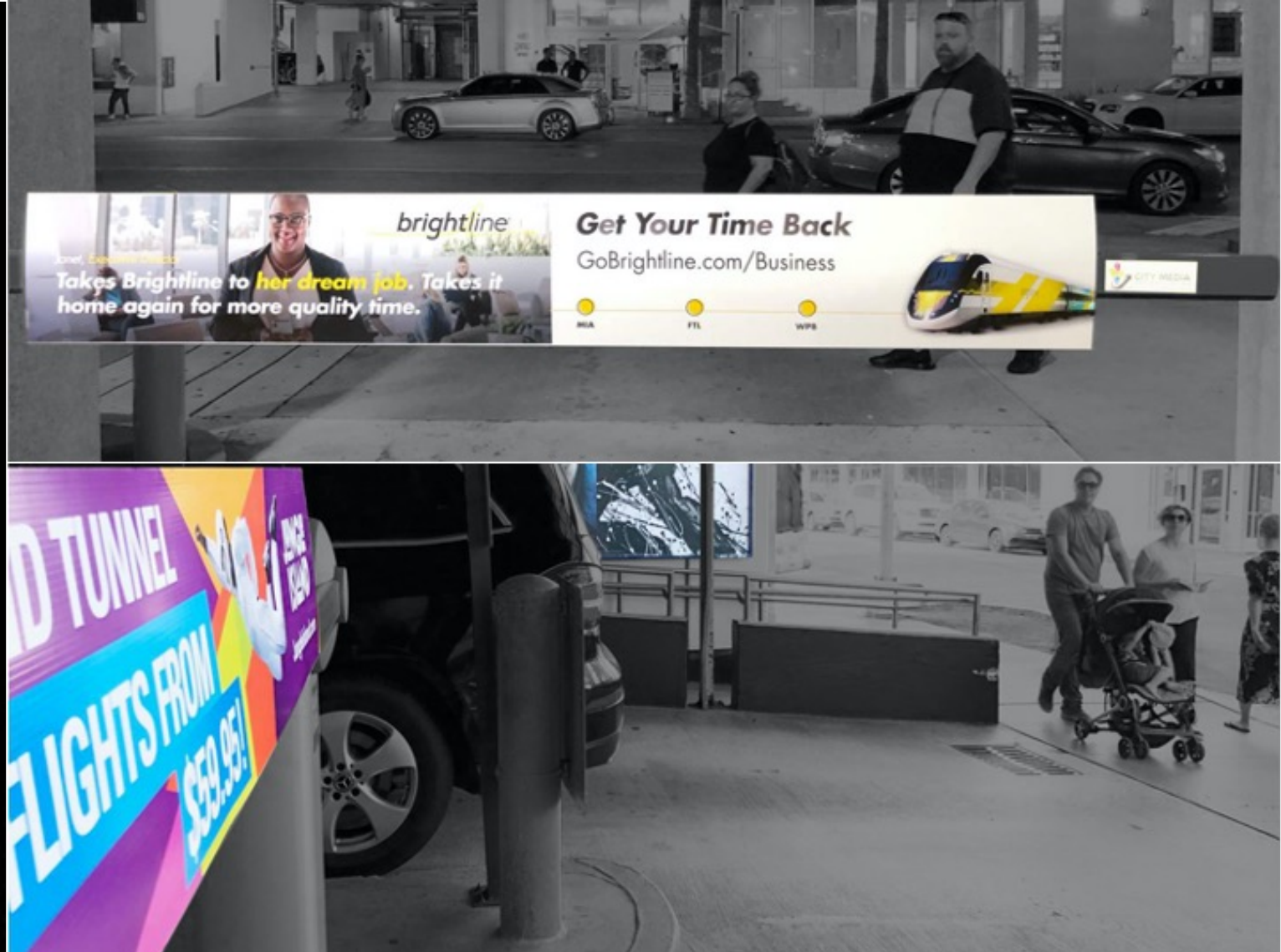
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SIGN H

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'x 6' 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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SIGN W

Alchemy Media Signs

SELF-ADHESIVE VINYL FOR WINDOWS



SIGN W

Alchemy Media Signs

SELF-ADHESIVE VINYL FOR WINDOWS



Type of interior Digital Signs To Be Installed

Sign **G** : 40" or 48"

SIGN G

City Media Interior Signs

Digital signage, semi-outdoor display.
Size is 40", 48" and 55".



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

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ORDINANCE CRITERIA FOR EXTERIOR SIGNS APPROVAL

"Pursuant to **Section 82-71 of the City Code**, the City may install, or contract to install, **advertising signage** within the city's municipal parking garage facilities. Such advertising signage shall only be placed within the property line of the municipal parking garage facilities and may only be visible from the public right-of-way under certain conditions as follows:

- (a) No **advertising signage** shall be placed on a municipal parking garage facility **facade, except at a garage entrance or exit**, and
- (b) No **advertising signage** above the first floor shall be placed in any location where such sign may be visible from the right-of-way."

The **following signs** included in this **MEDIA PLAN** **are in compliance** with the Code section mentioned above, and more specifically are:



placed **within the property line** of the municipal parking garage facilities

located **at garage entrance or exit**.

PARKING GARAGE 1

Parking Garage 1

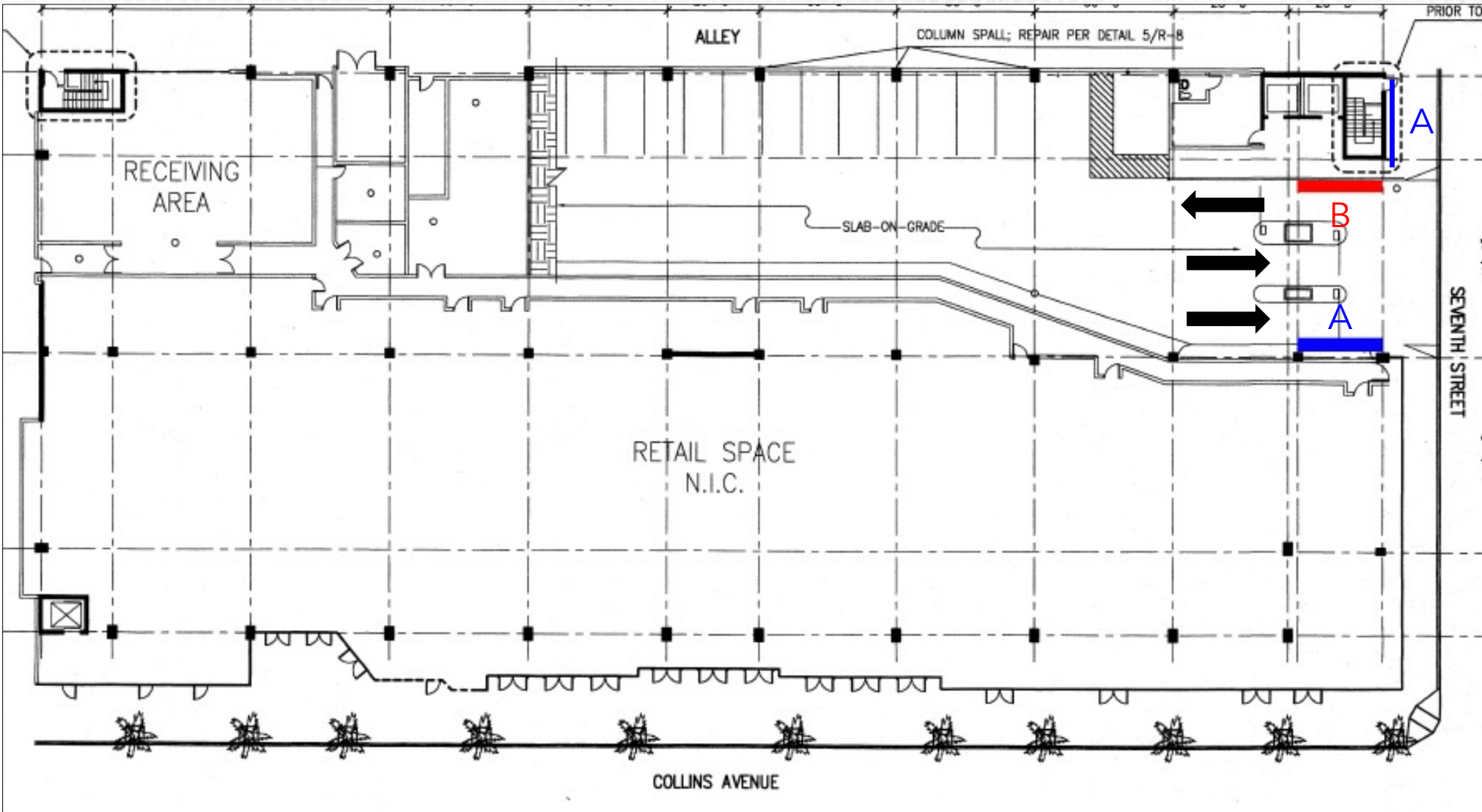


GROUND FLOOR

GarageVision Signs

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

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



GROUND FLOOR

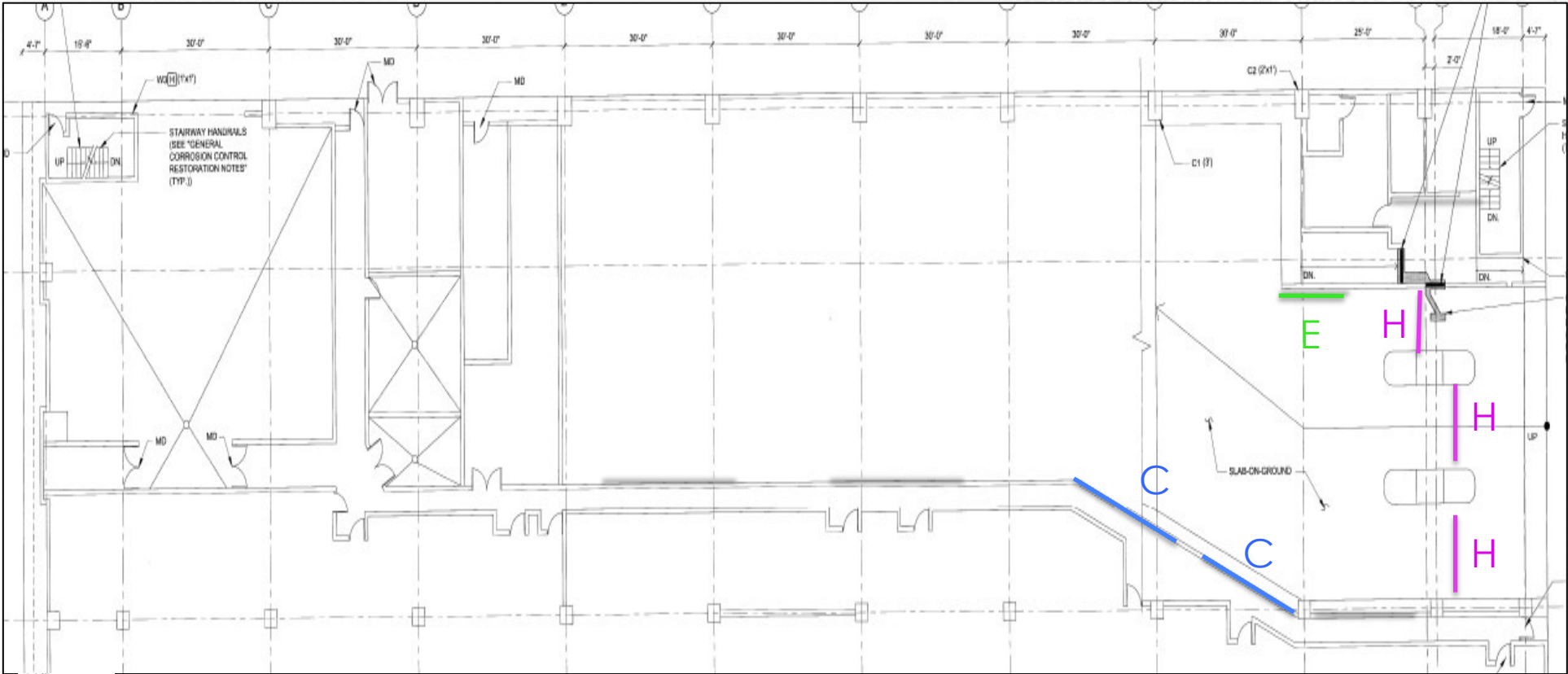
City Media
Advertising Signs

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)



7TH STREET



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

SIGN A



SIGN B



SIGN A



PARKING GARAGE 2

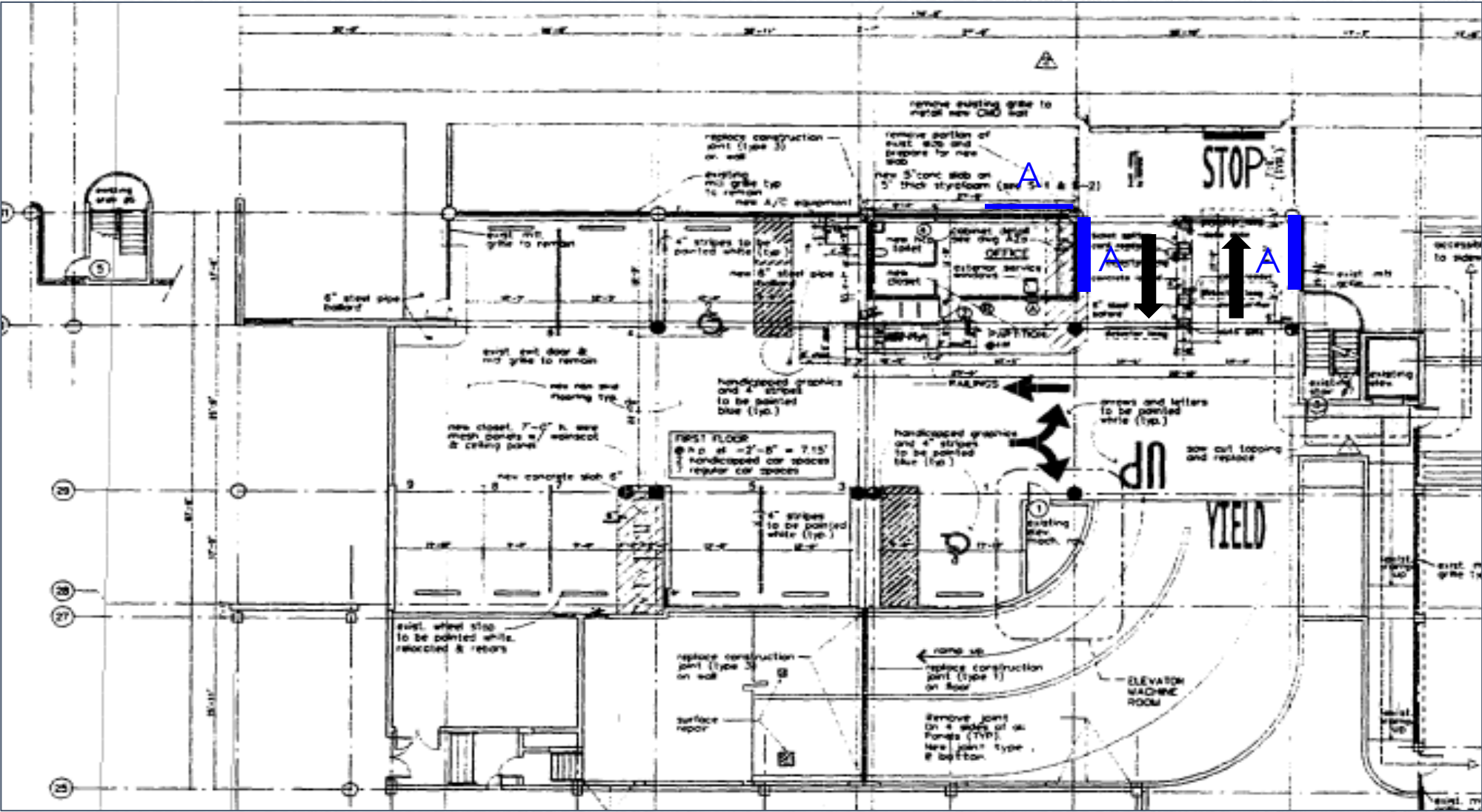
Parking Garage 2



GROUND FLOOR

GarageVision Signs

Sign A: 6' x 12'



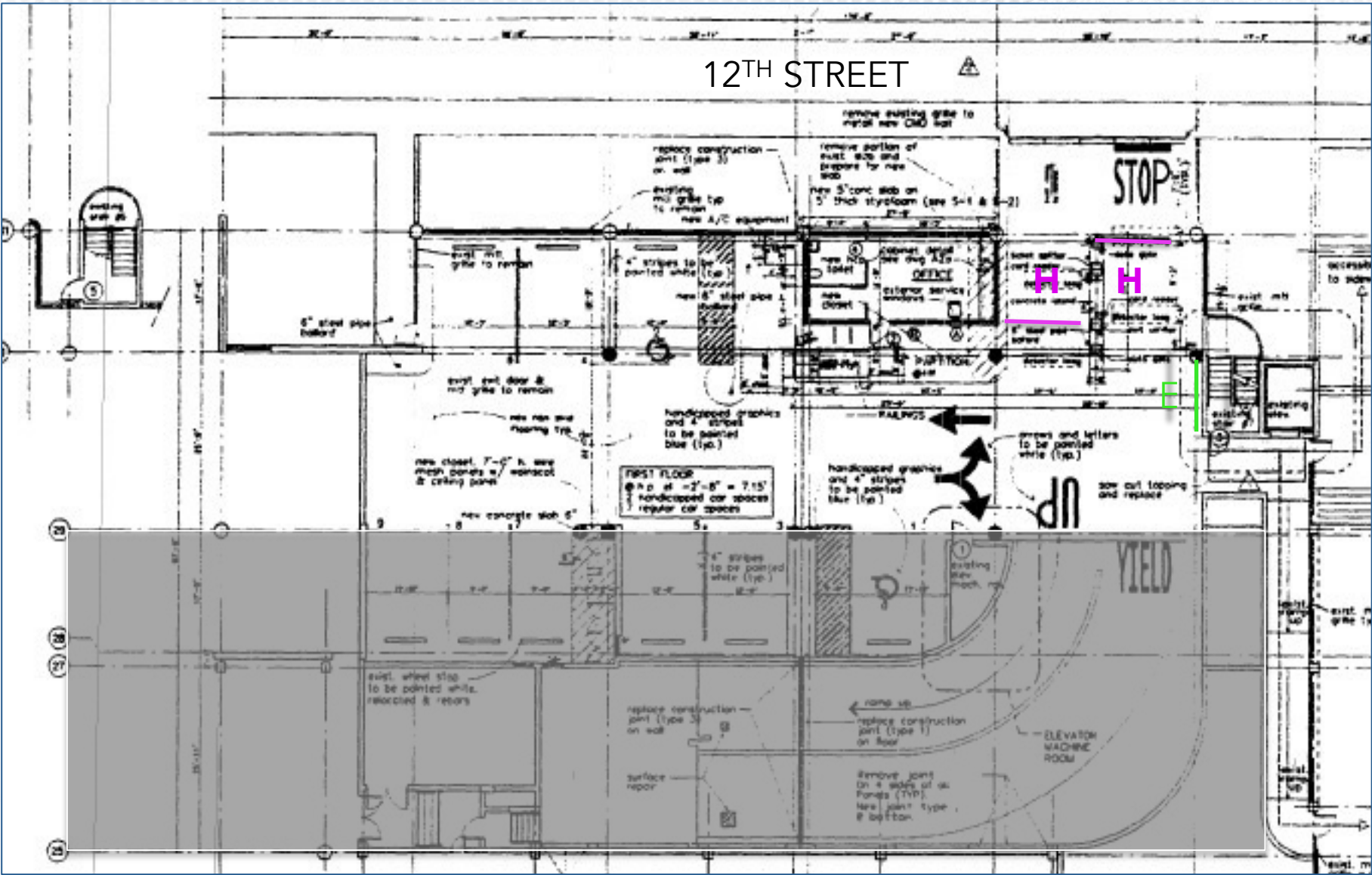
GROUND FLOOR

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)



SIGN A



SIGN A



SIGN A



PARKING GARAGE 3

Parking Garage 3



GarageVision Signs

The site plan illustrates the proposed construction work for the City of Seattle Office building. The plan includes various rooms such as the Existing Vault, Existing Elevator Room, Security Office, Existing Storage Room, Existing Ramp Up, Existing Ramp Down, Existing Ramp, Existing Ramp Up to Main, Existing Ramp Up to Second, Existing Ramp Up to Third, Existing Ramp Up to Fourth, Existing Ramp Up to Fifth, Existing Ramp Up to Sixth, Existing Ramp Up to Seventh, Existing Ramp Up to Eighth, Existing Ramp Up to Ninth, Existing Ramp Up to Tenth, Existing Ramp Up to Eleventh, Existing Ramp Up to Twelfth, Existing Ramp Up to Thirteenth, Existing Ramp Up to Fourteenth, Existing Ramp Up to Fifteenth, Existing Ramp Up to Sixteenth, Existing Ramp Up to Seventeenth, Existing Ramp Up to Eighteenth, Existing Ramp Up to Nineteenth, Existing Ramp Up to Twentieth, Existing Ramp Up to Twenty-first, Existing Ramp Up to Twenty-second, Existing Ramp Up to Twenty-third, Existing Ramp Up to Twenty-fourth, Existing Ramp Up to Twenty-fifth, Existing Ramp Up to Twenty-sixth, Existing Ramp Up to Twenty-seventh, Existing Ramp Up to Twenty-eighth, Existing Ramp Up to Twenty-ninth, Existing Ramp Up to Thirtieth, Existing Ramp Up to Thirty-first, Existing Ramp Up to Thirty-second, Existing Ramp Up to Thirty-third, Existing Ramp Up to Thirty-fourth, Existing Ramp Up to Thirty-fifth, Existing Ramp Up to Thirty-sixth, Existing Ramp Up to Thirty-seventh, Existing Ramp Up to Thirty-eighth, Existing Ramp Up to Thirty-ninth, Existing Ramp Up to Fortieth, Existing Ramp Up to Forty-first, Existing Ramp Up to Forty-second, Existing Ramp Up to Forty-third, Existing Ramp Up to Forty-fourth, Existing Ramp Up to Forty-fifth, Existing Ramp Up to Forty-sixth, Existing Ramp Up to Forty-seventh, Existing Ramp Up to Forty-eighth, Existing Ramp Up to Forty-ninth, Existing Ramp Up to Fiftieth, Existing Ramp Up to Fifty-first, Existing Ramp Up to Fifty-second, Existing Ramp Up to Fifty-third, Existing Ramp Up to Fifty-fourth, Existing Ramp Up to Fifty-fifth, Existing Ramp Up to Fifty-sixth, Existing Ramp Up to Fifty-seventh, Existing Ramp Up to Fifty-eighth, Existing Ramp Up to Fifty-ninth, Existing Ramp Up to Sixtieth, Existing Ramp Up to Sixty-first, Existing Ramp Up to Sixty-second, Existing Ramp Up to Sixty-third, Existing Ramp Up to Sixty-fourth, Existing Ramp Up to Sixty-fifth, Existing Ramp Up to Sixty-sixth, Existing Ramp Up to Sixty-seventh, Existing Ramp Up to Sixty-eighth, Existing Ramp Up to Sixty-ninth, Existing Ramp Up to Seventieth, Existing Ramp Up to Seventy-first, Existing Ramp Up to Seventy-second, Existing Ramp Up to Seventy-third, Existing Ramp Up to Seventy-fourth, Existing Ramp Up to Seventy-fifth, Existing Ramp Up to Seventy-sixth, Existing Ramp Up to Seventy-seventh, Existing Ramp Up to Seventy-eighth, Existing Ramp Up to Seventy-ninth, Existing Ramp Up to Eightieth, Existing Ramp Up to Eighty-first, Existing Ramp Up to Eighty-second, Existing Ramp Up to Eighty-third, Existing Ramp Up to Eighty-fourth, Existing Ramp Up to Eighty-fifth, Existing Ramp Up to Eighty-sixth, Existing Ramp Up to Eighty-seventh, Existing Ramp Up to Eighty-eighth, Existing Ramp Up to Eighty-ninth, Existing Ramp Up to Ninetieth, Existing Ramp Up to One hundredth.

GROUND FLOOR

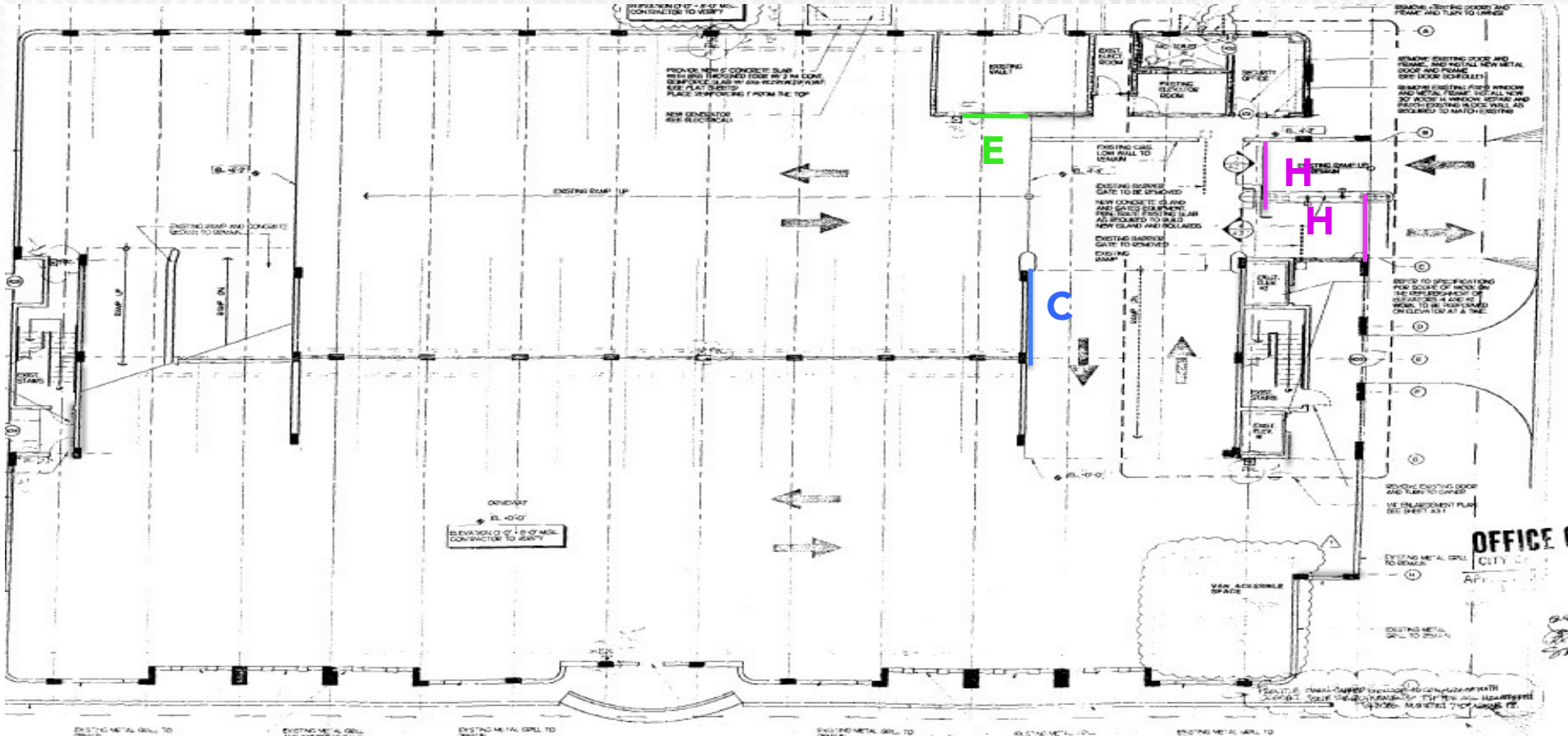
City Media Advertising Signs

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 (4 signs total)

SIGN A

SIGN A



SIGN A



PARKING GARAGE 4

Parking Garage 4



GROUND FLOOR

16TH STREET

GarageVision Signs

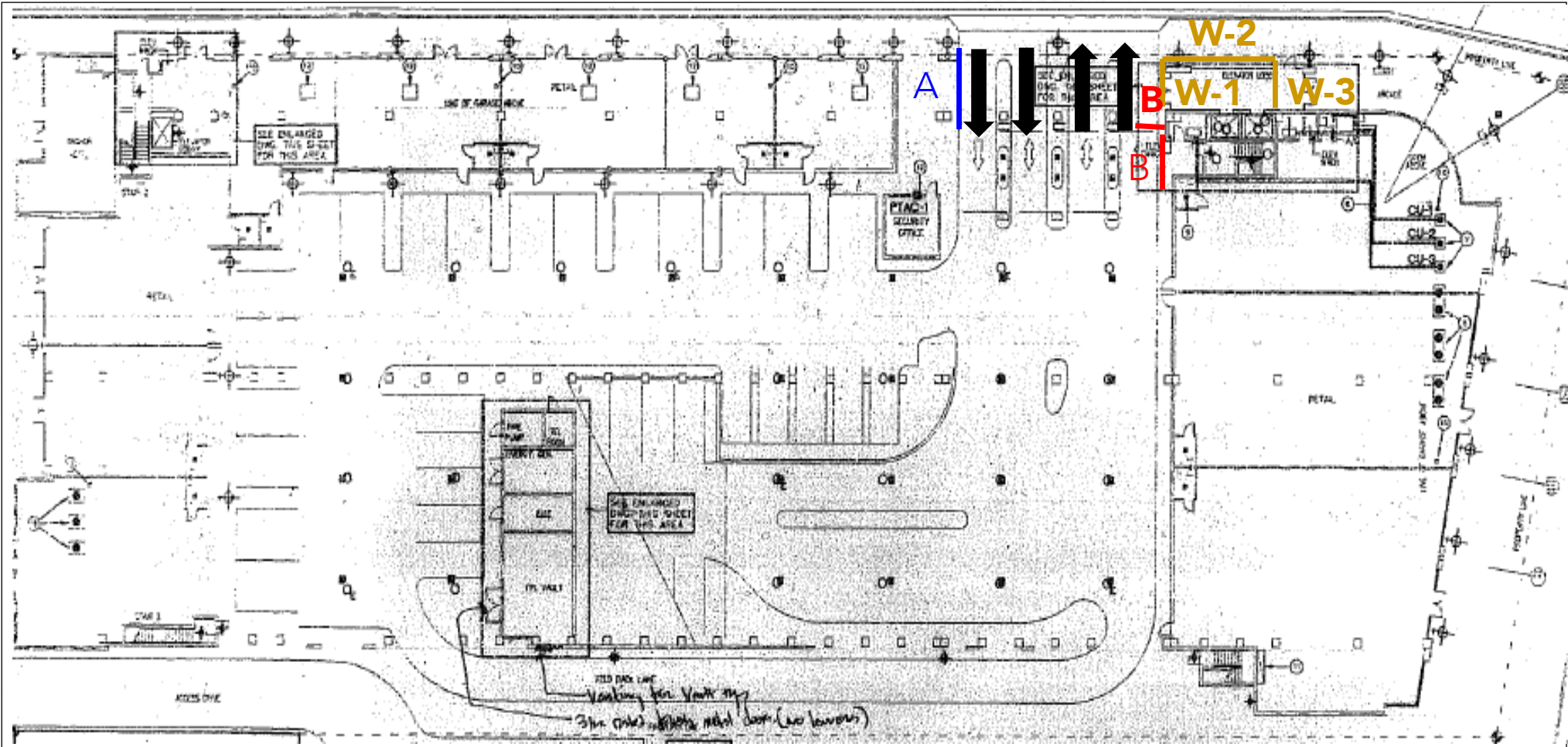
Sign **A**: 6' x 12'

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

Sign **W-1**: 13' x 8'

Sign **W-2**: 13' x 17'

Sign **W-3**: 8' x 6'



City Media Advertising Signs

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

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



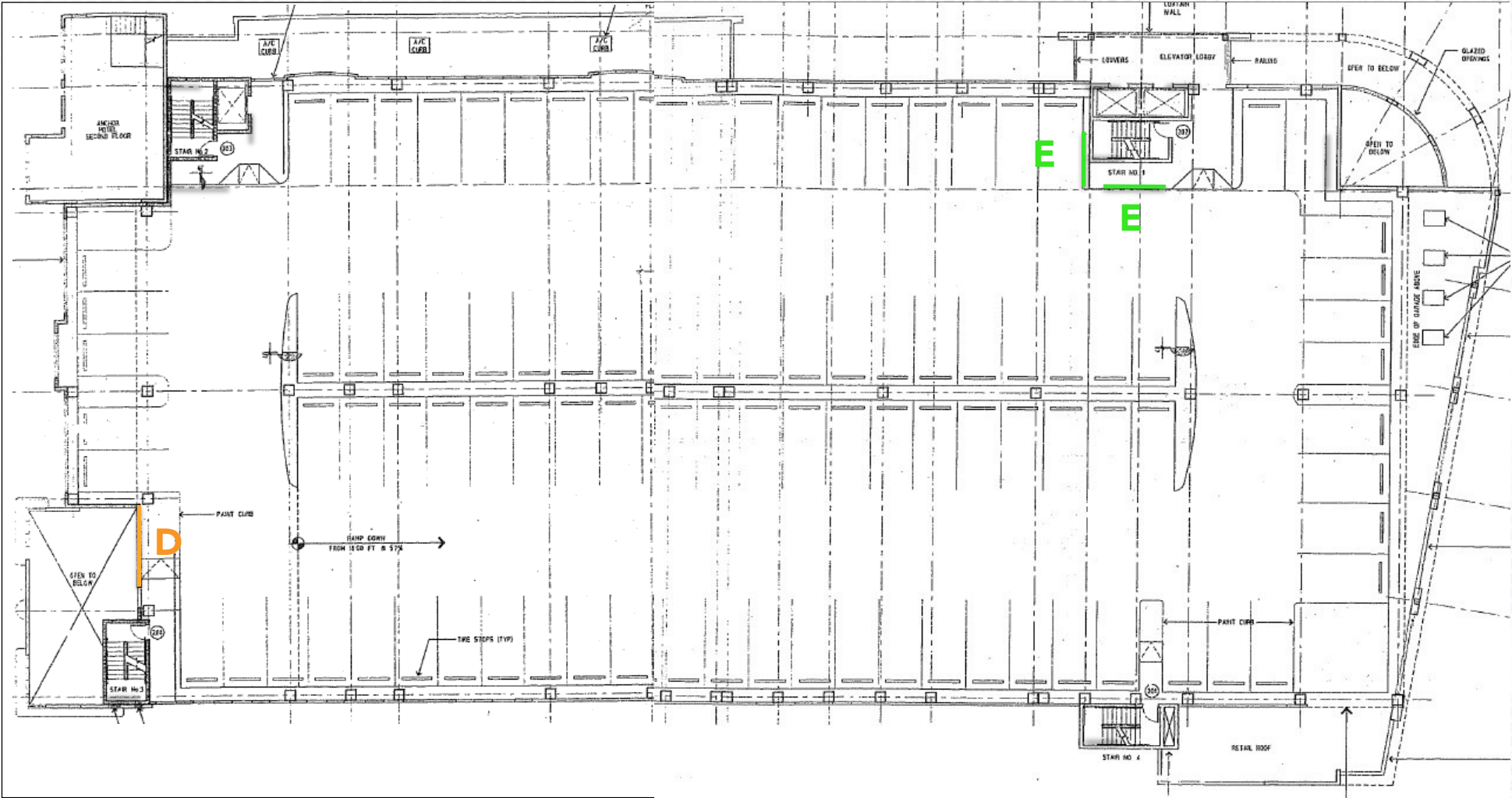
2 signs F per elevator car (6 signs total)

SECOND FLOOR

City Media
Advertising Signs

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

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



THIRD FLOOR

City Media
Advertising Signs

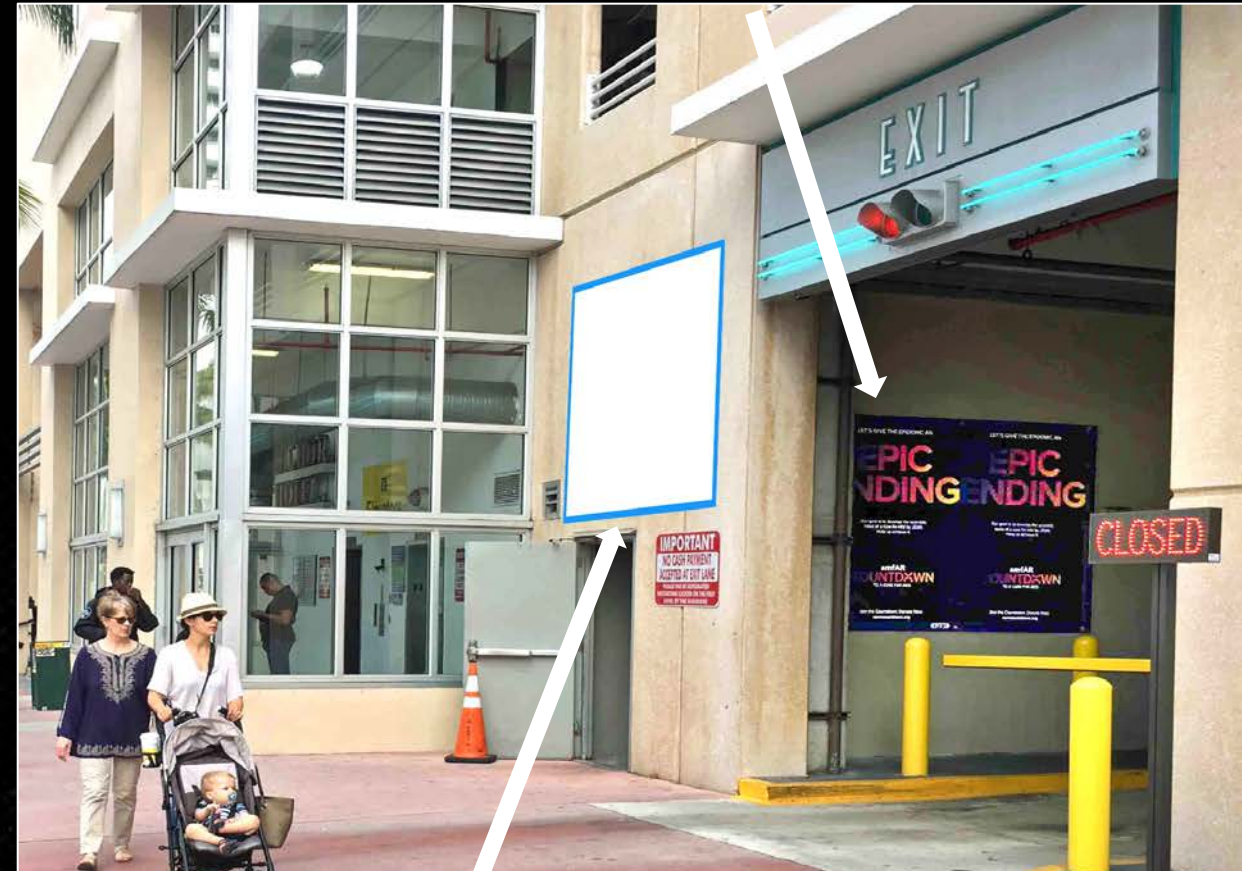
Sign **E**: Frame sign 4' x 6'



SIGN A



SIGN B



SIGN B

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SIGN W-1



SIGN W-3



SIGN W-2

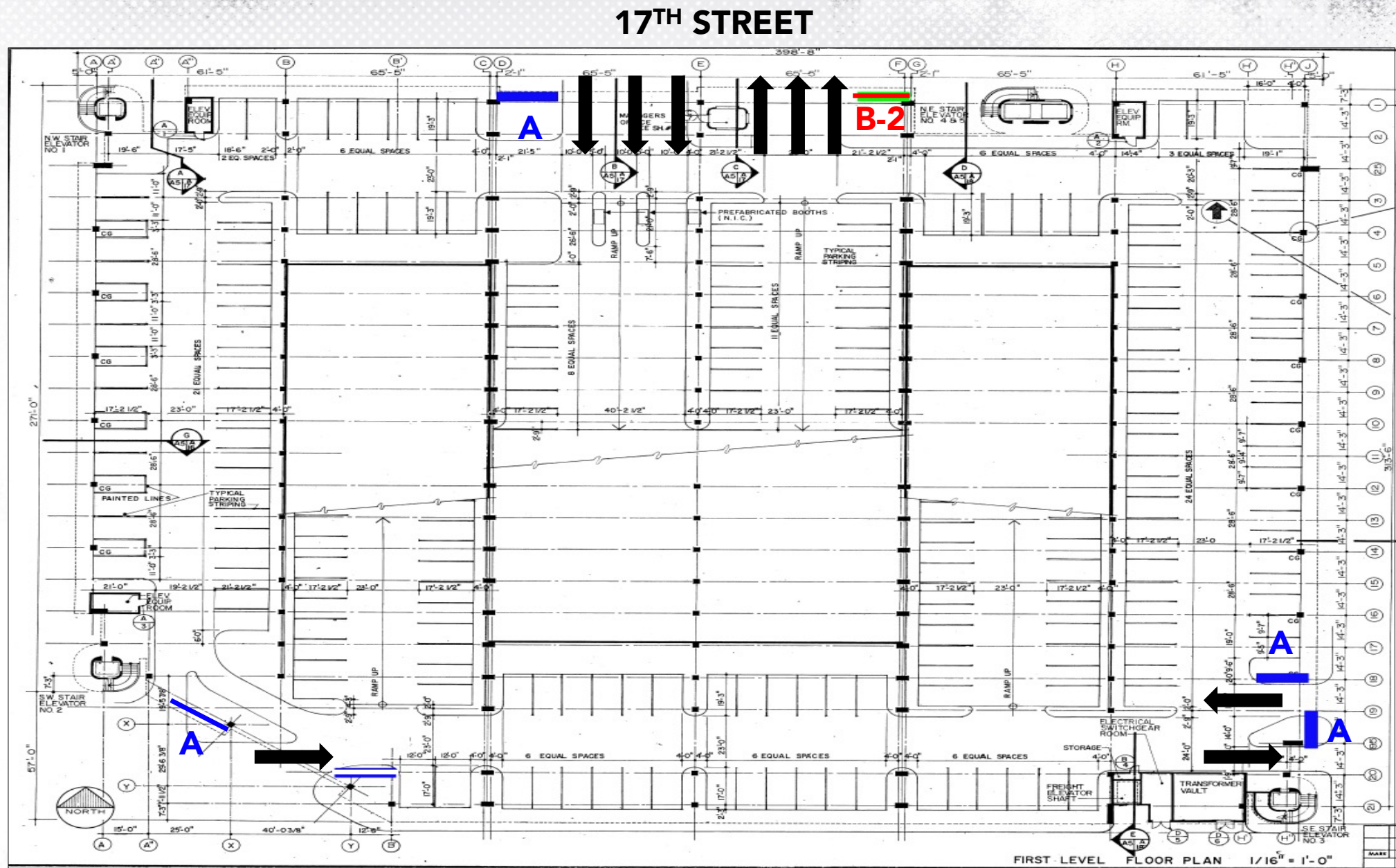


PARKING GARAGE 5

Parking Garage 5



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



GROUND FLOOR

GarageVision Signs

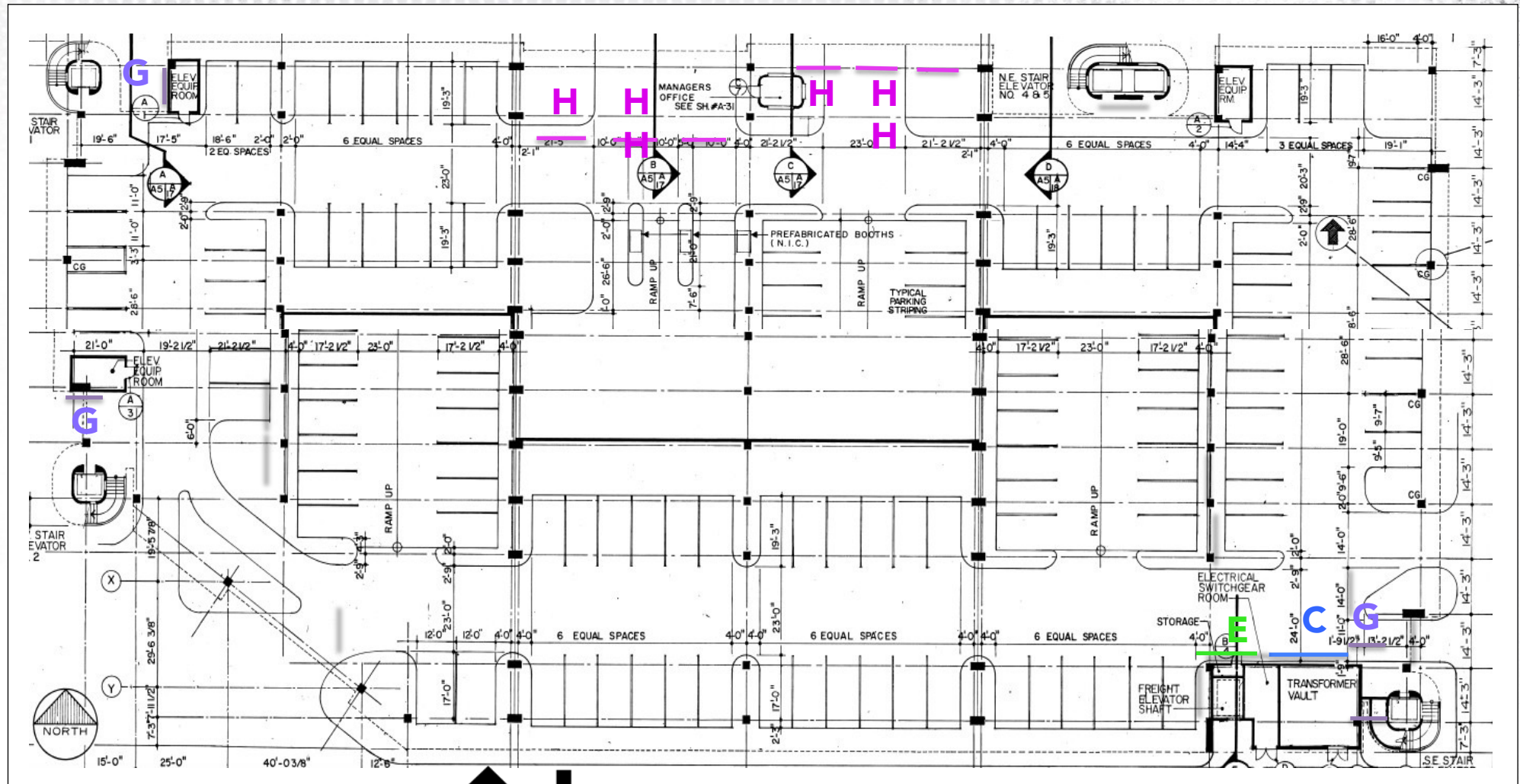
Sign **C**: Frame sign 8' x 16'

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

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

Sign **G**: Digital sign 40"/48"

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



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

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GarageVision Signs

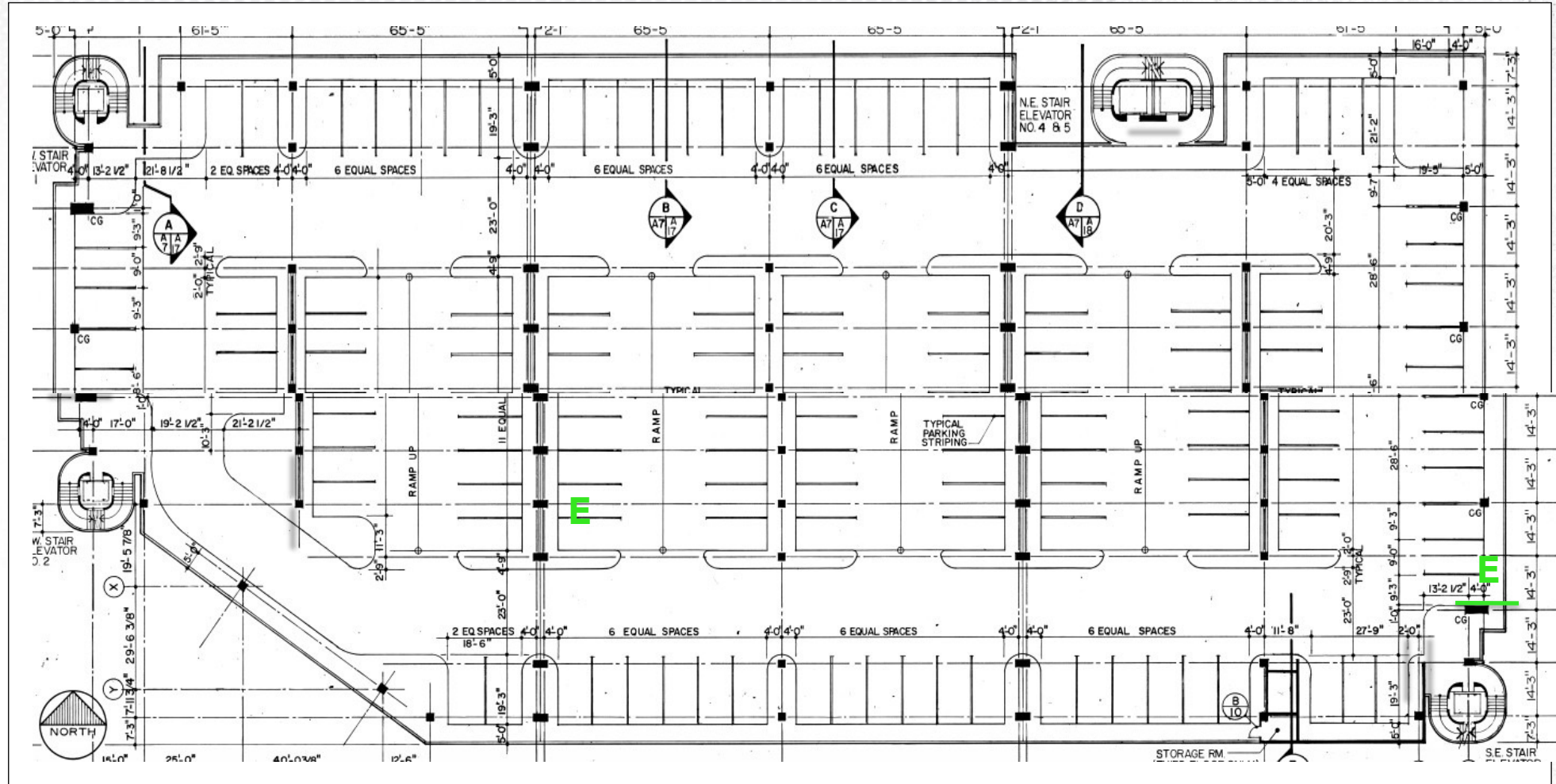
Sign **E**: Frame sign 4' x 6'



THIRD FLOOR

GarageVision Signs

Sign E: Frame sign 4' x 6'



SIGN A



SIGN A



SIGN B-2



SIGN A



SIGN A



PARKING GARAGE 6

Parking Garage 6



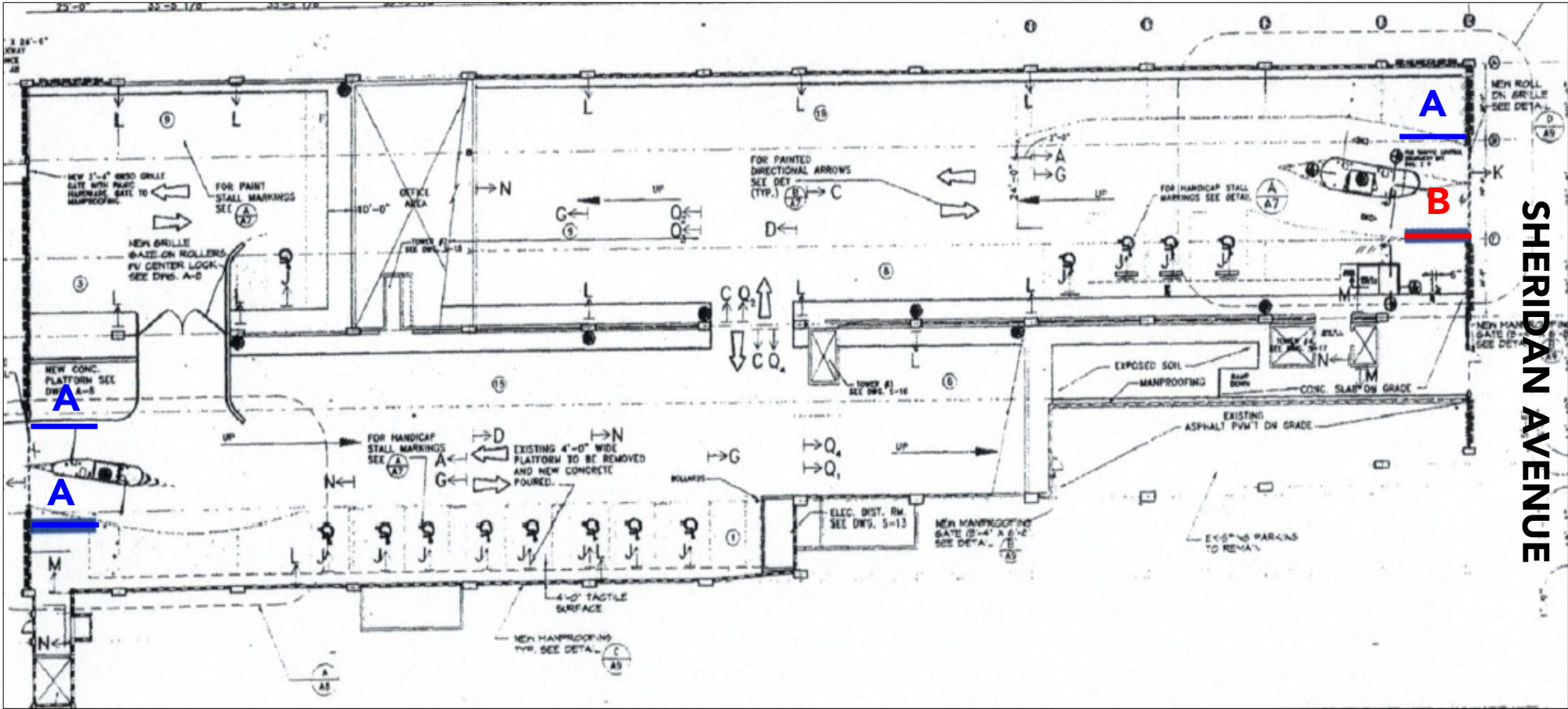
GROUND FLOOR

GarageVision Signs

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

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

ROYAL PALM AVENUE



SHERIDAN AVENUE

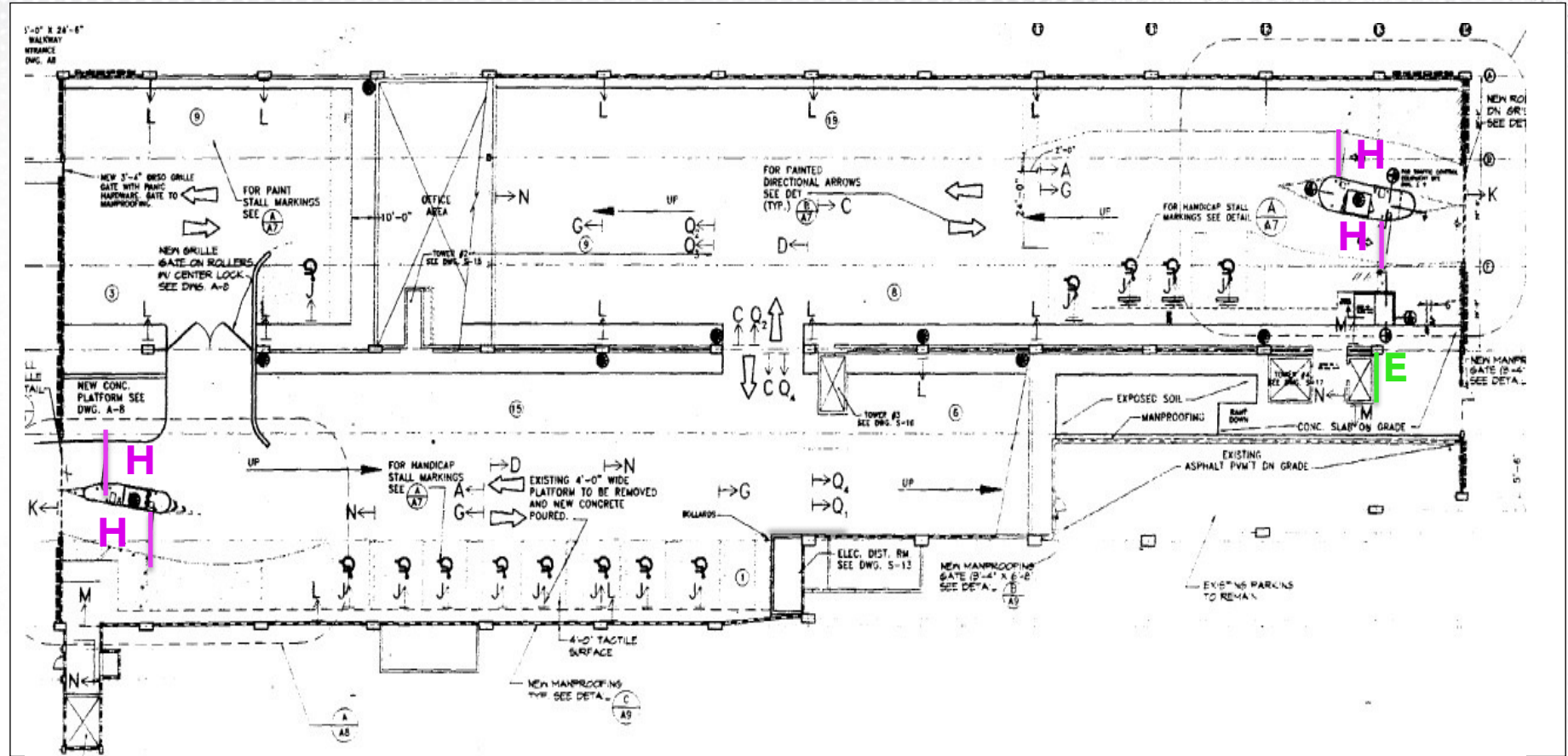
GROUND FLOOR

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)

SIGN B



SIGN A



SIGN A



SIGN A



PARKING GARAGE 7

Parking Garage 7



GROUND FLOOR

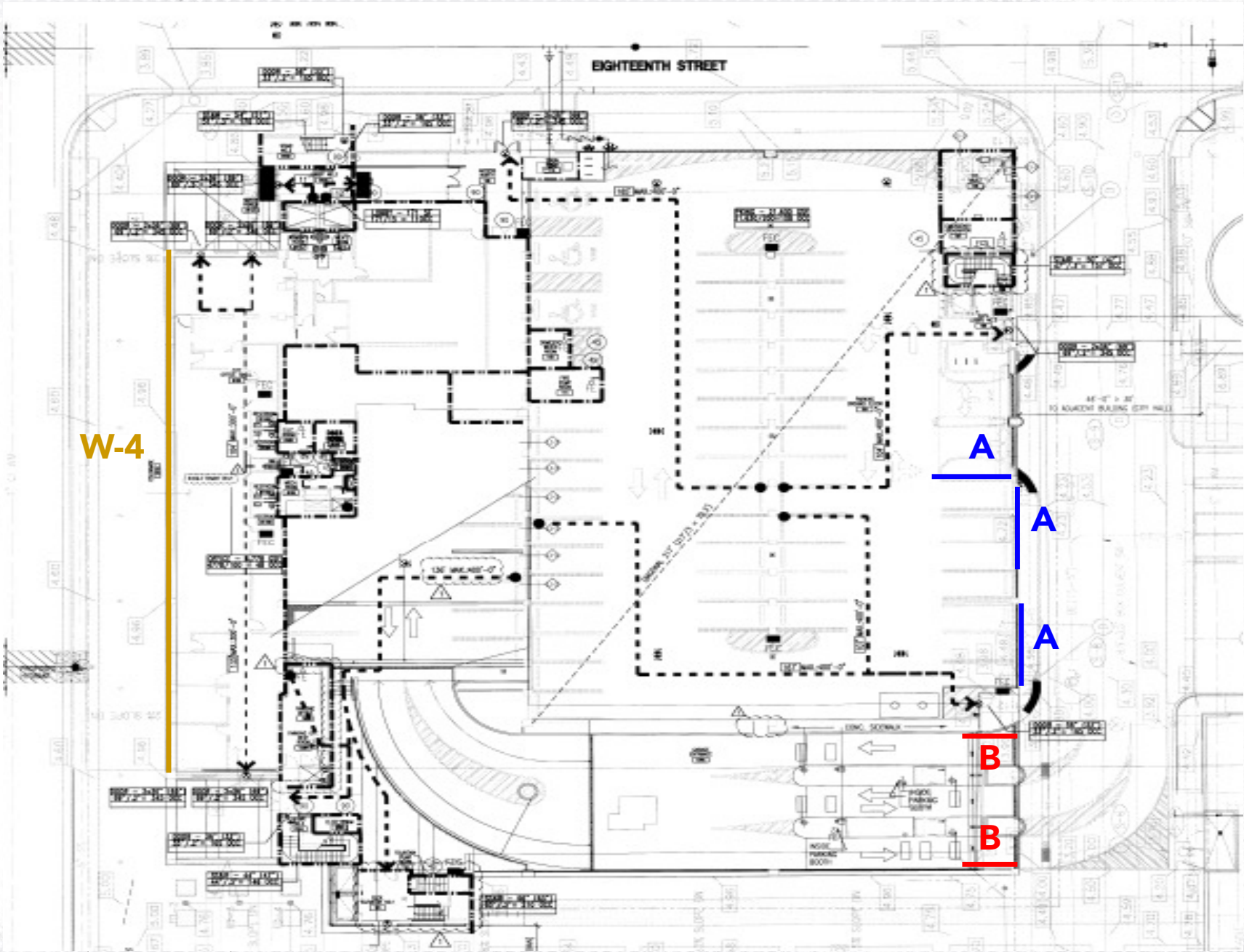
GarageVision Signs

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

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

Sign **W-4**: 11' x 86'

MERIDIAN AVENUE



GROUND FLOOR

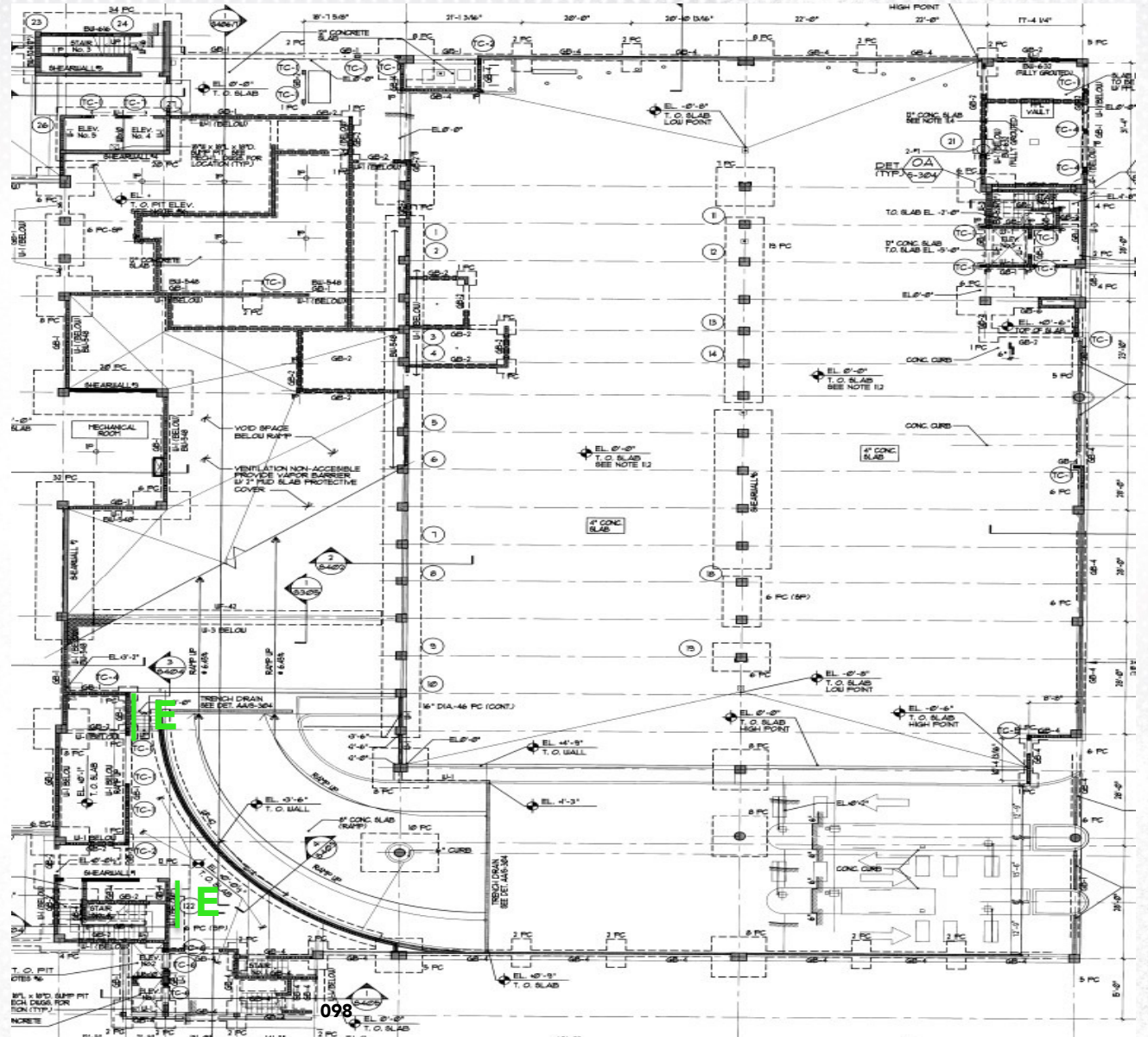
GarageVision Signs

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

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



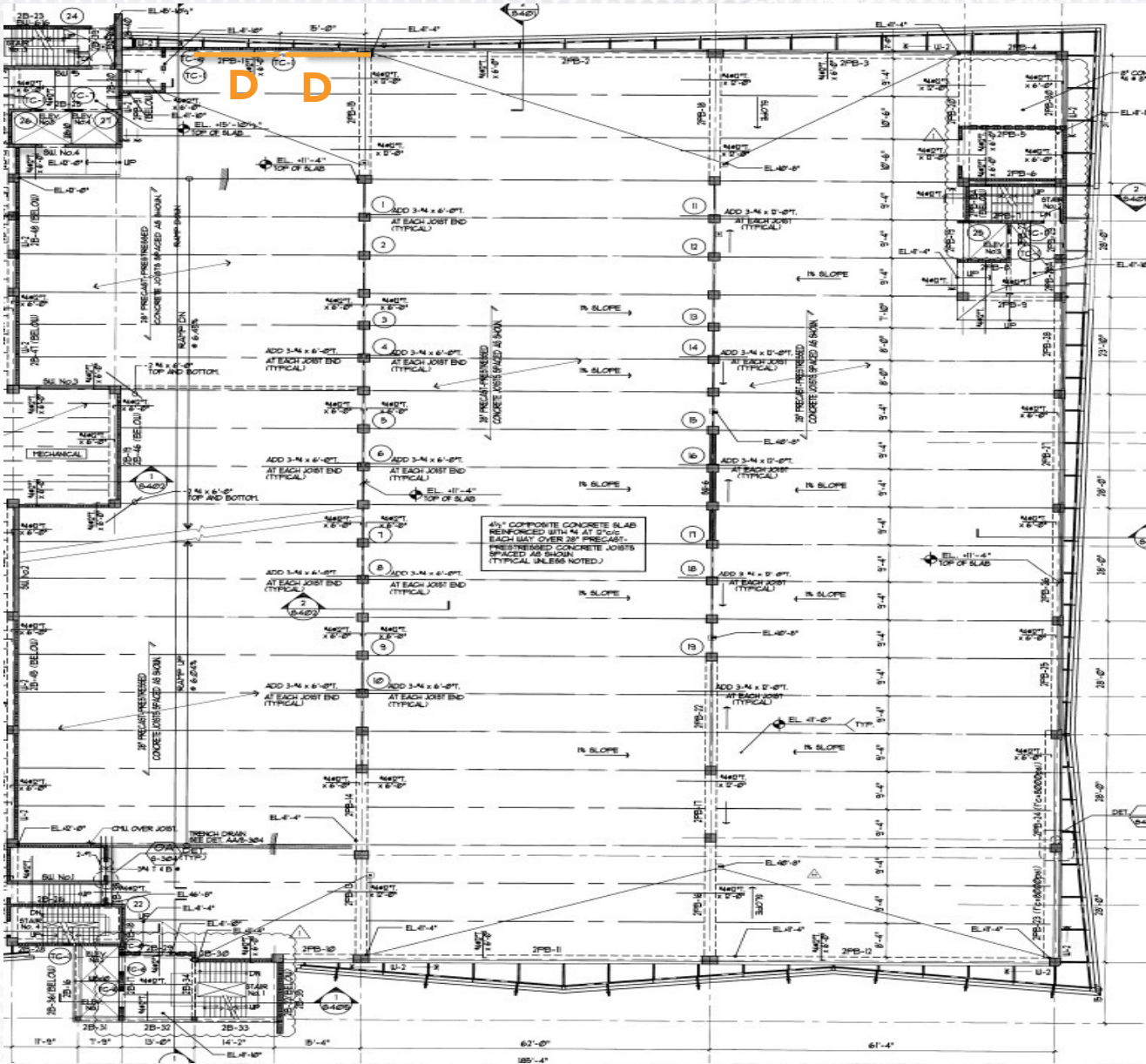
2 signs **F** per elevator car (10 signs total)



SECOND FLOOR

GarageVision Signs

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



SIGN A



SIGN B



SIGN A

SIGN A



SIGN W-4



Parking Garage 9



GROUND FLOOR

GarageVision Signs

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

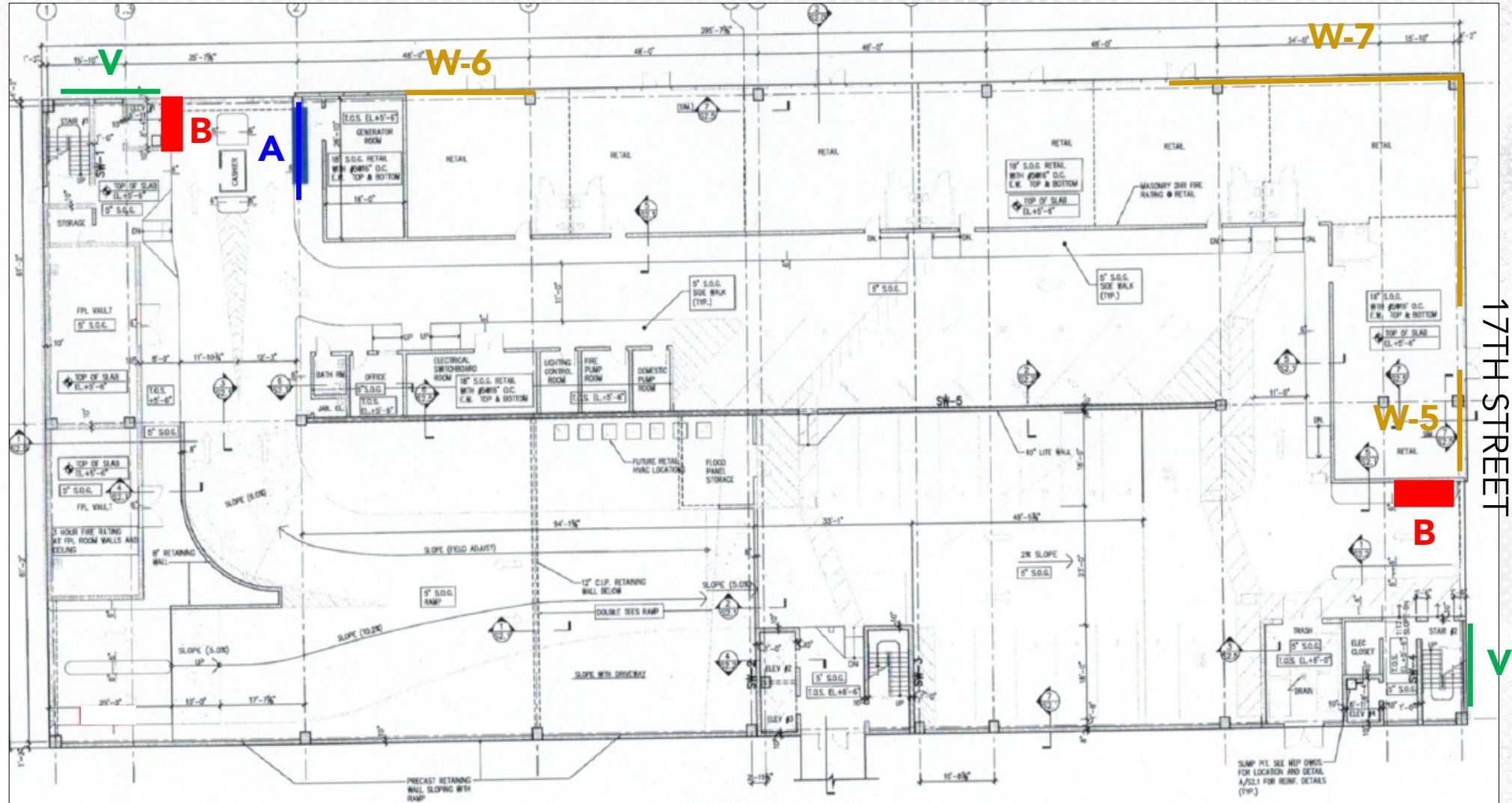
Sign **B**: 6' x 8'

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

Sign **W-5**: 11' x 18'

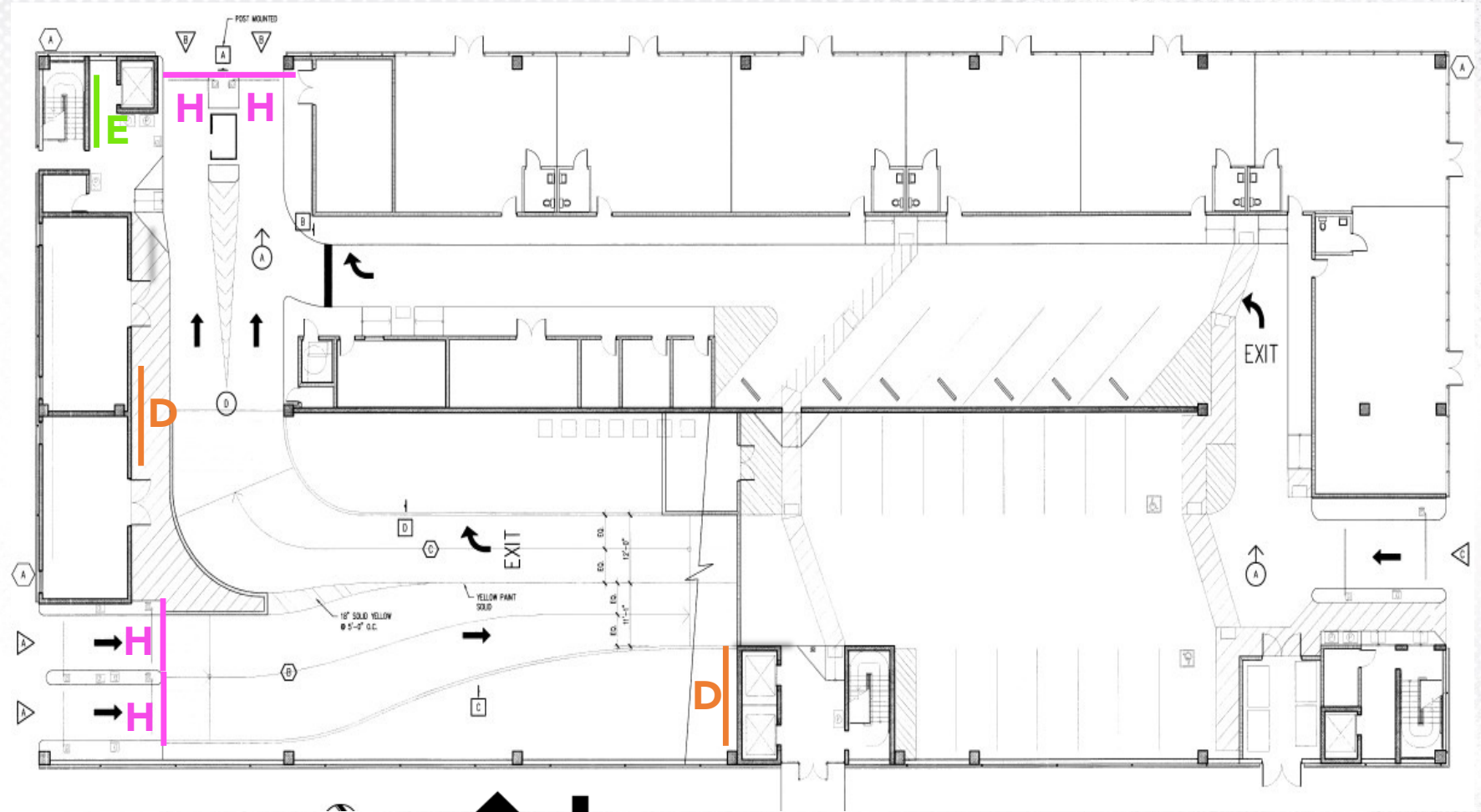
Sign **W-6**: 33' x 8'

Sign **W-7**: 12' x 57'



GarageVision Signs

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



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

SIGN B



SIGN A



SIGN B



SIGN W-7



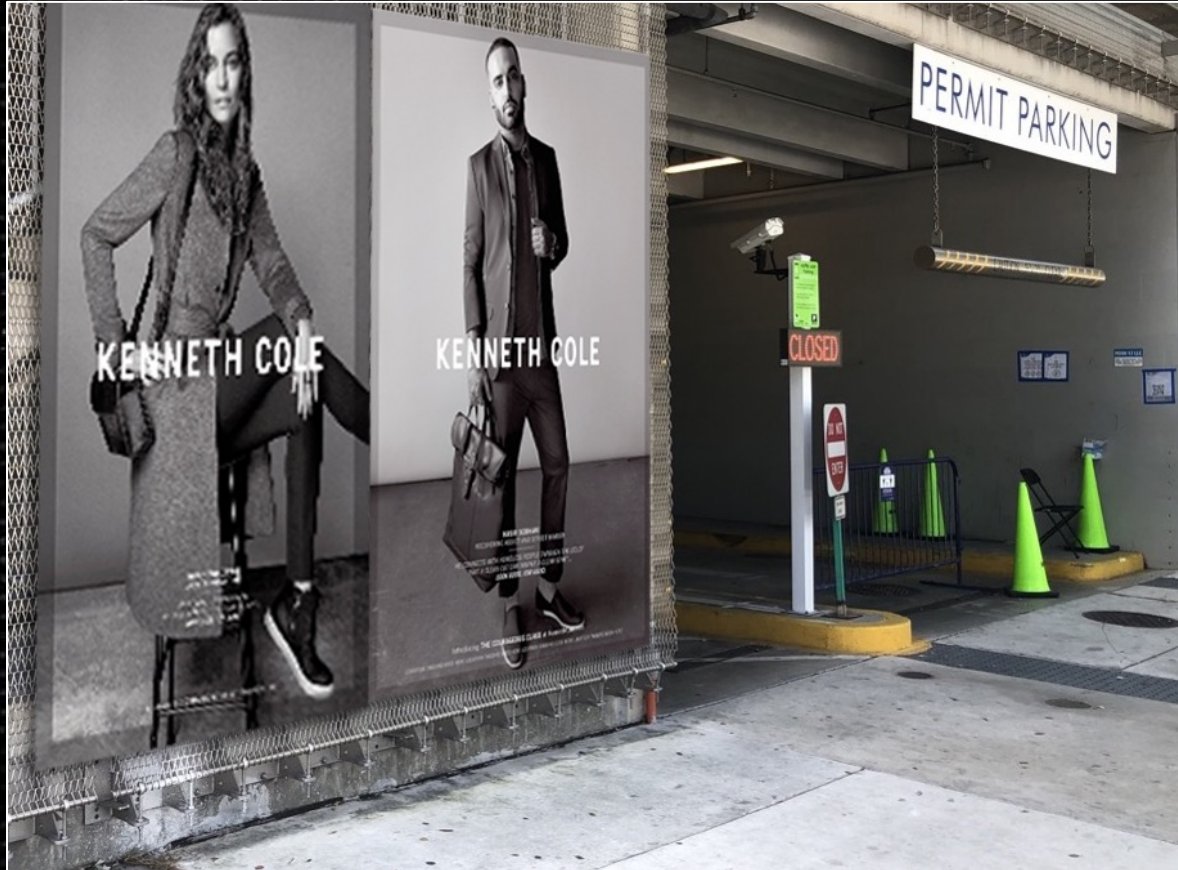
SIGN W-5



SIGN W-6



SIGN V



SIGN V



PARKING GARAGE 10

Parking Garage 10



GROUND FLOOR

GarageVision Signs

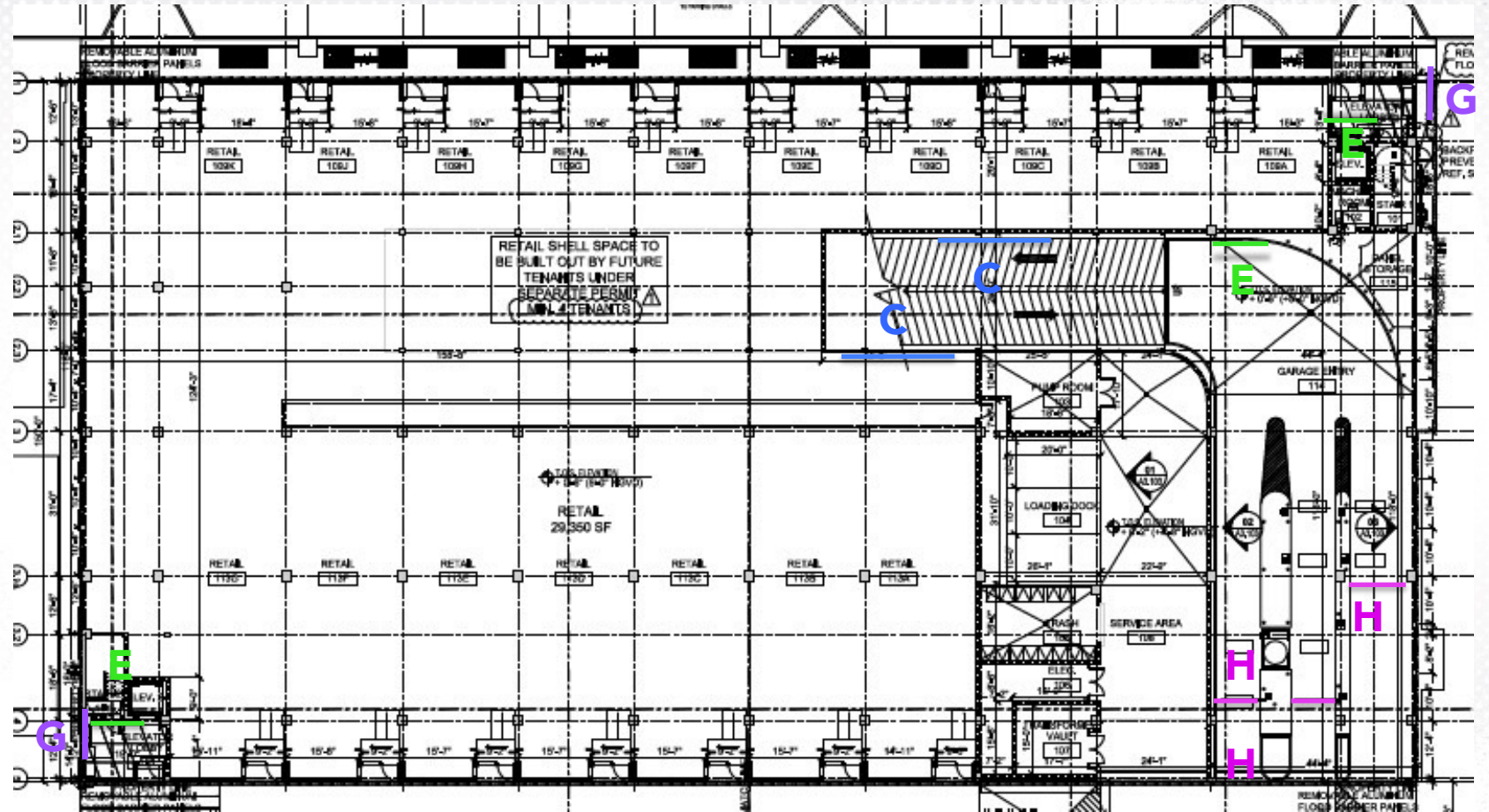
Sign **C**: Frame sign 8' x 16'

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

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

Sign **G** : Digital sign 40"/48"

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



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

SIGN A



SIGN A



WILD IN THE STREETS *SINCE '69*



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