



The City of
WORCESTER

Administration & Finance – Purchasing Division
Christopher J. Gagliastro, MCPPO – Purchasing Director
455 Main Street, Room 201, Worcester, MA 01608
P | 508-799-1220
purchasing@worcesterma.gov

August 16, 2023

To All Bidders:

Subject: **CR-8059-W4, Advertising Services / DTM**

ADDENDUM NO. 1

To Whom It May Concern:

With reference to our proposal request relative to the above subject, please refer to the changes/modifications/clarifications to the original proposal request.

- **Please see attached documents for Addendum #1 to this project.**

Proposers are requested to acknowledge and/or include this addendum with submission. All other terms, conditions and specifications remain unchanged.

Very truly yours,

Maureen McKeon
Assistant Purchasing Director



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This addendum relates to existing advertising agreements and requires that all prospective bidders are aware of the existing agreements and the requirement to assume these contracts and their obligations, if any.

Advertiser: Wagner KIA

Major Taylor Garage

Units 190002, 190004

Union Station Garage

Units 190015, 190016

Contract Dates: February 1, 2023 – January 31, 2024

Revenue: \$1,450 / month

Advertiser: Dunkin Donuts

Major Taylor Garage

Unit 190001

Contract Dates: August 16, 2023 – March 16, 2024

Revenue: \$3,950 / month



MAJOR TAYLOR BLVD GARAGE



Exterior Elevator Tower Signage

6 Month Rate

\$3,950 per month

Unit #190001

28.5' w x 19.17' h (342"w x 230"h)

Glass Mounted Vinyl

350,000 impressions per month

*Located at the Intersection of Major Taylor Blvd.
& MLK Blvd. / E. Central St.*

*Prices include all material, production, installation and deinstallation charges. Monthly prices based on a 6 month commitment with one installation. For more information please visit WorcesterParking.com or contact Joe Giacobbe at (508) 792-6655 or email joe@palleyad.com 8/22



UNION STATION GARAGE

Ground Floor Entrance Wall Mount

6 Month Rate

\$1200 per month

Unit #190015



20' w x 10' h (240"w x 120"h) Wall Mount

75,000 impressions per month

Located at Main Entrance on Franklin Street.

Exterior Side Railing Ad (2 panels)

6 Month Rate

\$1,500 per month

Unit #190016



(2) 14' w x 7' h (168"w x 84"h)

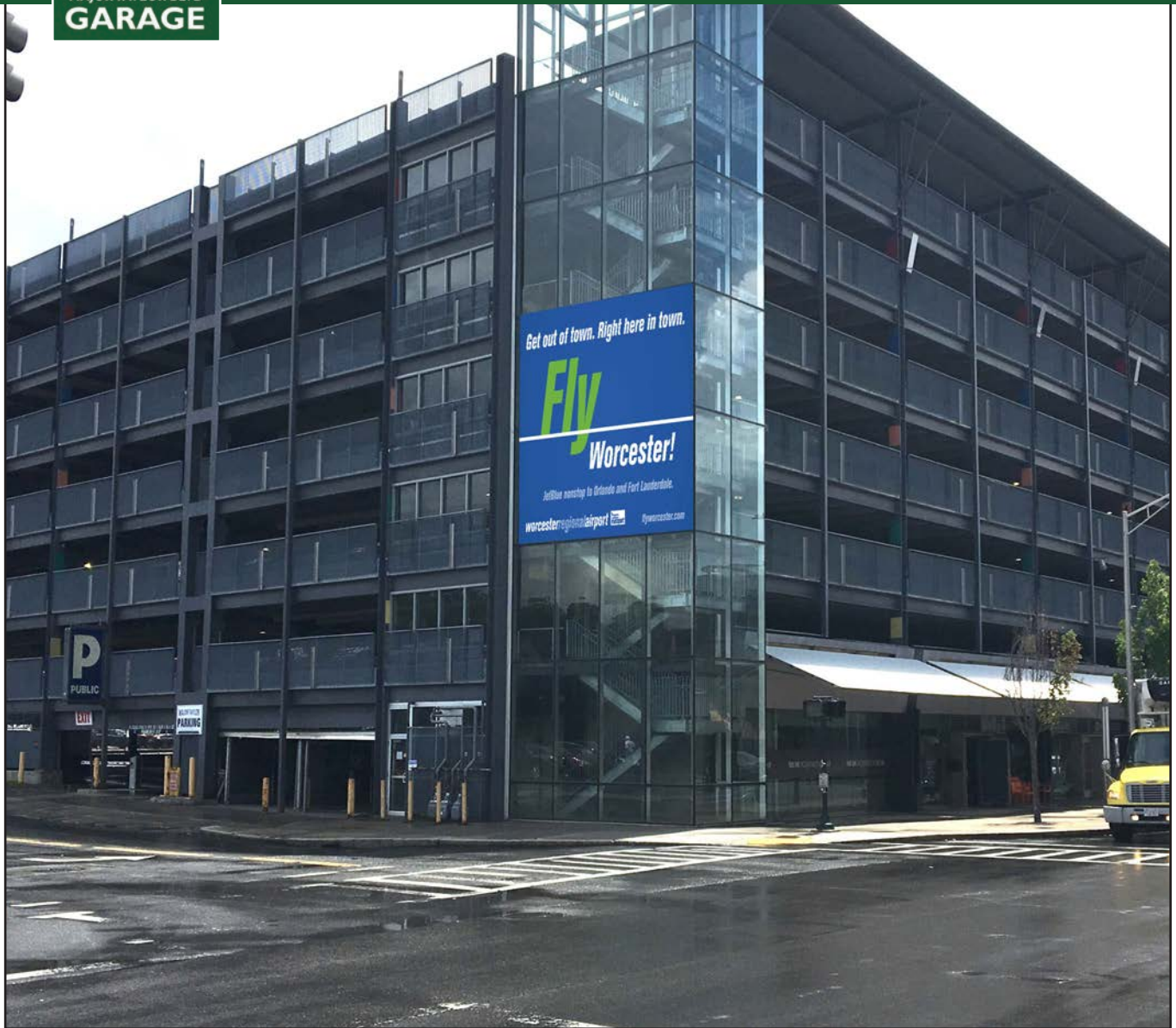
Mounted Ads on Exterior Railing

200,000 impressions per month

Located out Main Entrance on Franklin Street.



MAJOR TAYLOR BLVD GARAGE



Exterior Stairwell Tower Signage

6 Month Rate

\$3,865 per month

Unit #190002

18.75' w x 19.66' h (225" w x 236" h)

Glass Mounted Vinyl

350,000 impressions per month

*Located at the Intersection of Major Taylor Blvd.
& Thomas St.*

*Prices include all material, production, installation and deinstallation charges. Monthly prices based on a 6 month commitment with one installation. For more information please visit WorcesterParking.com or contact Joe Giacobbe at (508) 792-6655 or email joe@palleyad.com 8/22

MAJOR TAYLOR BLVD GARAGE



Located facing Major Taylor Blvd.

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