

**CITY OF WEST HOLLYWOOD
STREET MEDIA PROGRAM RFP**

ADDENDUM #1

Date Issued: November 23, 2015

Cover Page

All clarifications and changes detailed in this Addendum **(ITEM #1)** shall be incorporated into the work and made part of the Request for Proposals issued by the City of West Hollywood for the **Street Media Program**.

This Addendum shall take precedence over all other conditions, specifications and requirements in the Request for Proposal Documents. Except as noted in this Addendum, all other provisions of the Request for Proposals issued for the **Street Media Program** shall remain. Deletions are indicated with a ~~strikethrough~~. Insertions are indicated with an underline.

All Proposers are required to acknowledge this Addendum online, prior to the submission of their Proposal.

ITEM #1: Digital advertising panels Improved Bus Shelters

Page 15 of the RFP is modified as follows.

Digital advertising panels ~~shall~~ may be installed in 100% of the Improved Bus Shelters. Applicant should propose the mix of digital and static advertising that is the most financially advantageous in their professional opinion.

End of Items