

Department / Requisition:		ICube/196043753																	
Description of Bid:		Out-of-Home Advertising																	
Opening Date:		3/21/2025																	
Prepared by:		Peni Austin																	
												Email Address:				pauistin@ntech.edu			
Convenience and Gas Stations	The OOH Squad				All Over Media				PlaceBased Media LLC				Mesmerize Media LLC						
	Qty	Unit	Item Description	Price Per Location (4-Week Period)	One-Time Production Cost per Locations, if any	Price Per Location (4-Week Period)	One-Time Production Cost per Locations, if any	Price Per Location (4-Week Period)	One-Time Production Cost per Locations, if any	Price Per Location (4-Week Period)	One-Time Production Cost per Locations, if any	Price Per Location (4-Week Period)	One-Time Production Cost per Locations, if any	Price Per Location (4-Week Period)	One-Time Production Cost per Locations, if any				
	70	Locations	Pump Topper	\$ 120.00	\$ 8,400.00	\$ 75.00	\$ 5,250.00	\$ 290.00	\$ 20,300.00	\$ 99.00	\$ 6,930.00	\$ 100.00	\$ 65.00	No bid	-				
	70	Locations	Gas Nozzles	\$ 175.00	\$ 12,250.00	\$ 100.00	\$ 7,000.00	\$ 270.00	\$ 18,900.00	\$ 99.00	\$ 6,930.00	No bid	-	No bid	-				
	70	Locations	Ice Box Wrap	\$ 175.00	\$ 12,250.00	\$ 100.00	\$ 7,000.00	\$ 535.00	\$ 37,450.00	\$ 335.00	\$ 23,450.00	Free of Charge with Pump toppers	Free of Charge with Pump toppers	No bid	-				
	70	Locations	Window Clings	\$ 50.00	\$ 3,500.00	\$ 40.00	\$ 2,800.00	\$ 160.00	\$ 11,200.00	\$ 70.00	\$ 4,900.00	Free of Charge with Pump toppers	Free of Charge with Pump toppers	No bid	-				
	70	Locations	Outdoor Posters	\$125	\$8,750	\$ 75.00	\$ 5,250.00	\$ 160.00	\$ 11,200.00	\$ 70.00	\$ 4,900.00	Free of Charge with Pump toppers	Free of Charge with Pump toppers	No bid	-				
	70	Locations	Floor Graphics	\$120	\$8,400	\$ 75.00	\$ 5,250.00	\$ 160.00	\$ 11,200.00	\$ 70.00	\$ 4,900.00	Free of Charge with Pump toppers	Free of Charge with Pump toppers	No bid	-				
	70	Locations	Cooler Handles	\$200	\$14,000	\$ 125.00	\$ 8,750.00	\$ 150.00	\$ 10,500.00	\$ -	\$ -	Free of Charge with Pump toppers	Free of Charge with Pump toppers	No bid	-				
	70	Locations	Squawker	\$120	\$8,400	\$ 75.00	\$ 5,250.00	\$ 324.00	\$ 22,680.00	\$ 99.00	\$ 6,930.00	Free of Charge with Pump toppers	Free of Charge with Pump toppers	No bid	-				
	70	Locations	Standee (Gas Stations)	\$140	\$9,800	\$ 100.00	\$ 7,000.00	\$ 289.00	\$ 20,230.00	\$ 99.00	\$ 6,930.00	\$ 100.00	\$ 50.00	No bid	-				
	Bars, Restaurants, and Liquor Stores	70	EA	Coasters	\$0.15	\$11	Included	-	\$ 1.14	\$ 79.80	\$ 99.00	\$ 6,930.00	Free of Charge with Posters	Free of Charge with Posters	\$ 255.00	Included			
		70	EA	Napkins	\$0.45	\$32	Included	-	\$ 1.27	\$ 88.90	\$ 99.00	\$ 6,930.00	Free of Charge with Posters	Free of Charge with Posters	\$ 175.00	Included			
		70	Locations	Posters	\$120	\$8,400	\$ 75.00	\$ 5,250.00	\$ 260.00	\$ 18,200.00	\$ 75.00	\$ 5,250.00	\$ 100.00	\$ 7,000.00	\$ 50.00	\$ 3,500.00	\$ 195.00	Included	
70		Locations	Mirror Cling	\$50	\$3,500	\$ 40.00	\$ 2,800.00	\$ 290.00	\$ 20,300.00	\$ 99.00	\$ 6,930.00	Free of Charge with Posters	Free of Charge with Posters	\$ 195.00	Included				
70		Locations	Table Tent	\$120	\$8,400	\$ 75.00	\$ 5,250.00	\$ 290.00	\$ 20,300.00	\$ 99.00	\$ 6,930.00	Free of Charge with Posters	Free of Charge with Posters	\$ 195.00	Included				
70		Locations	Floor Graphics	\$120	\$8,400	\$ 75.00	\$ 5,250.00	\$ 160.00	\$ 11,200.00	\$ 70.00	\$ 4,900.00	Free of Charge with Posters	Free of Charge with Posters	No bid	-				
70		Locations	Standee (Bar)	\$140	\$9,800	\$ 100.00	\$ 7,000.00	\$ 289.00	\$ 20,230.00	\$ 99.00	\$ 6,930.00	Free of Charge with Posters	Free of Charge with Posters	No bid	-				
Point of Care		70	Locations	Posters	\$120	\$8,400	\$ 75.00	\$ 5,250.00	\$ 269.00	\$ 18,830.00	\$ 99.00	\$ 6,930.00	\$ 100.00	\$ 7,000.00	\$ 50.00	\$ 3,500.00	\$ 195.00	\$ 13,650.00	Included
	70	EA	Brochure	\$0.32	\$22	Included	-	Not available	Not available			Free of Charge with Posters	Free of Charge with Posters	Included with Posters	Included				
Total				\$ 132,714.40	\$ 84,350.00	Not all items were bid on		Not all items were bid on		Not all items were bid on		Not all items were bid on		Not all items were bid on					
Intent to Award Date:		3/28/2025																	
Note to Bidders: If you require any additional information, please contact the Buyer listed above within seven (7) calendar days of the Intent to Award Date. After that time, additional information about a public records request may be found at https://www.itech.edu/ocm/news/public-records.php or by contacting the Tennessee Tech Associate VP of Communications at openrecords@itech.edu																			