

May 18, 2012

**Solicitation of Proposals
for 511 Freeway Aid Radio Advertising Services
Dated May 9, 2012**

**Questions and Answers:
Response to Proposer's Questions**

1. Q: How does MTC SAFE define "Bay Area"?

A: The Bay Area includes the nine (9) counties, which consists of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

2. Q: How does MTC SAFE define "listening audience"?

A: Listening audience is defined as the people likely to hear the radio advertisement.

3. Q: How does MTC SAFE define "days of the week"?

A: Days of the week include Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday.

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