

Amendment for FHA-S1000:

**Media Campaign to Increase Awareness about the Dangers of Youth
Cigar Use Bulletin Billboard (14'X 48') Placement –
Baltimore/Washington (Jones Falls Expressway and Interstate 95)**

Under “Scope of Service”,

- D. Billboards must be authenticated by the Traffic Audit Bureau. The billboards placed shall *meet or exceed* the following weekly “Eyes On Impressions” (EOI) ratings:
- a. Jones Falls Expressway (Route 83): a *minimum* of 275,000 weekly EOI.
 - b. Interstate 95 (between Baltimore City and Route 495): a *minimum* of 450,000 weekly EOI (in each direction).

Is replaced with,

- D. Billboards must be authenticated by the Traffic Audit Bureau. The billboards placed shall *meet (or provide the best available EOI)* for the following weekly “Eyes On Impressions” (EOI) ratings:
- a. Jones Falls Expressway (Route 83): a rating of 275,000 weekly EOI.
 - b. Interstate 95 (between Baltimore City and Route 495): a rating of 450,000 weekly EOI (in each direction).

Please acknowledge receipt of this amendment by signing and dating below:

Name _____ Date: _____

Please return this sheet with your bid sheet.