

**THE PORT AUTHORITY OF NY & NJ**

**PROCUREMENT DEPARTMENT  
4 WORLD TRADE CENTER  
150 GREENWICH STREET, 21ST FLOOR  
NEW YORK, NY 10007**

**Date: August 26, 2019**

**ADDENDUM #11**

To prospective Proposers to Request for Proposals (RFP) # 56927: Development and Implementation of Out-Of-Home Advertising Programs for the Port Authority of New York and New Jersey's Airports, Bridges, Tunnels and Transit Facilities

CHANGE(S):

1. Delete the following Section L of Page 94 in its entirety:

Purchase of Unamortized Capital Investment from Previous Contractor

No later than August 31, 2020, Contractor shall purchase the unamortized capital investment made at LaGuardia Airport Terminal B for advertising displays and associated infrastructure from the Port Authority's current advertising services contractor, JCDecaux Airport, Inc., projects to be approximately \$3,551,640 at expiration of contract. The unamortized capital investment covers approximately 35 static banners and 76 digital displays and associated infrastructure installed at LaGuardia Airport on December 1, 2018. This requirement pertains only to the Contractor that is awarded the Airport asset category.

2. Replace the deleted Section L of Page 94 with the following:

Purchase of Unamortized Capital Investment from Previous Contractor

No later than August 31, 2020, Contractor shall purchase the unamortized capital investment made at LaGuardia Airport Terminal B for advertising displays and associated infrastructure from the Port Authority's current advertising services contractor, JCDecaux Airport, Inc ("JCDecaux"). The unamortized capital investment covers approximately 35 static banners and 80 digital displays and associated infrastructure installed at LaGuardia Airport at the time of the contract expiration (August 31, 2020). The cost of such unamortized capital investment is projected to be approximately \$6M at contract expiration. The unamortized capital investment estimate is subject to change by the Port Authority. This requirement pertains only to the Contractor that is awarded a contract for Baseline Exclusivity within the Airports asset category.

QUESTIONS AND ANSWERS:

The following questions were received from prospective Proposers. The questions and the corresponding Port Authority answers are provided for your information and use, as appropriate.

	<b>Question/Request</b>	<b>Answer</b>
1	<b>LaGuardia Airport:</b> Page 94 of the RFP provides the projected (at expiration of the existing contract) unamortized capital investment made at LaGuardia Airport Terminal B. Can you separate the values for the static banners and digital displays? If the banners or displays are each different sizes, can you itemize quantities and unamortized cost of each?	See the Changes on page 1 of this Addendum. Attached to this Addendum are the dimensions of static banners and digital displays, which are subject to change by the Port Authority.
2	<b>General:</b> Can you itemize any other unamortized capital investments that the Contractor would purchase (e.g., Holland Tunnel exterior sign) as a condition of taking over advertising at one of the asset categories?	At this time, the Port Authority is unable to itemize other unamortized capital investments the Contractor(s) would purchase.

This communication should be initialed by you and annexed to your proposal upon submission. In case a Proposer fails to conform to these instructions, its proposal nevertheless shall be construed as though this communication had been so physically annexed and initialed.

THE PORT AUTHORITY OF NEW YORK & NEW JERSEY

LUKE BASSIS  
DEPUTY DIRECTOR

PROPOSER'S NAME: \_\_\_\_\_

INITIALED: \_\_\_\_\_

DATE: \_\_\_\_\_

QUESTIONS CONCERNING THIS ADDENDUM MAY BE ADDRESSED TO JAMES SUMMERVILLE:

[jsummerville@panynj.gov](mailto:jsummerville@panynj.gov), 212-435-4642

**Attachment**

**LGA Terminal B Advertising Displays  
Projected as of August 31, 2020**

<b>Display Type</b>	<b>Number of Displays</b>
<b>Digital</b>	
iVisions 85" LCD screen DF (V on Pole)	21
iVisions 85" LCD screen DF (V suspended)	11
iVisions 85" wall mount	4
85" LCD SG (Bag Deck)	18
86" LCD screen SF (wall-mounted)	18
iVisions 100" SF on Pole	7
LED 19x16 M6	1
<b>Total Digital</b>	<b>80</b>
<b>Static</b>	
Backlit Banner	8
Framed Banner	26
Glass Wrap	1
<b>Total Static</b>	<b>35</b>
<b>Total Digital + Static</b>	<b>115</b>