

THE PORT AUTHORITY OF NY & NJ

REQUEST FOR PROPOSALS

SEALED **PROPOSALS** FOR THE FOLLOWING CONTRACT(S) WILL BE ACCEPTED AT THE ADDRESS INDICATED BELOW UNTIL **2:00PM** ON THE DUE DATE INDICATED.

SEND BIDS TO: THE PORT AUTHORITY OF NY & NJ
ATTN: BID/RFP CUSTODIAN
PROCUREMENT DEPARTMENT
4 WORLD TRADE CENTER
150 GREENWICH STREET, 21ST FLOOR
NEW YORK, NY 10007

SOLICITATION #: 56927

TITLE: Request for Proposals for The 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

DESCRIPTION: The Port Authority of New York and New Jersey is seeking innovative proposals from firms interested in developing and implementing out-of-home advertising programs for its airports, bridges, tunnels and transit facilities, which are among the world's most iconic and extensively used. More than 266 million residents and visitors pass through these facilities annually, providing a unique opportunity for advertisers to reach the country's largest and most valuable media market. Proposals submitted in response to the Port Authority's Request for Proposals, which is available online at <http://www.panynj.gov/business-opportunities/bid-proposal-advertisements.html>, would generate revenue, incorporate new technology, and improve customer experience. The RFP also seeks proposals that shift the Port Authority advertising asset inventory from static to digital displays, integrate creative experiential advertising, offer innovative sponsorships and partnerships, and capitalize on planned airport terminal redevelopments. The RFP includes a schedule for a general information session about this opportunity, anticipated to occur in the second half of April 2019, and for subsequent site visits to the Port Authority facilities.

BID DUE DATE: 06/27/2019

The Port Authority of New York and New Jersey (Port Authority), in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

Additionally, all bidders (including proposers, and respondents, as applicable) are notified that the Port Authority will ensure that, with respect to any contract/agreement entered into pursuant to this advertisement, disadvantaged business enterprises, minority business enterprises and woman-owned business enterprises, as applicable, will be afforded full and fair opportunity to submit bids, proposals and responses, as applicable, in response to this invitation, and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

[The solicitation document](http://www.panynj.gov/business-opportunities/bid-proposal-advertisements.html?tabnum=5) is available on-line at <http://www.panynj.gov/business-opportunities/bid-proposal-advertisements.html?tabnum=5>. Addenda to the RFP, if any, will be posted at this website. Monitor the advertisement on the website to ensure your awareness of any changes.

If you have any technical problems accessing the documents online, email us at askforbids@panynj.gov or call us at (212) 435-4600 for assistance.

A VALID PHOTO ID IS REQUIRED TO GAIN ACCESS INTO THE BUILDING, IF YOU ARE HAND DELIVERING AND/OR ATTENDING THE BID OPENING.