

THE PORT AUTHORITY OF NY & NJ

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

REQUEST FOR INFORMATION

TITLE: ADVERTISING STRATEGY AND BEST PRACTICES

NUMBER: 50741

RESPONSE DUE DATE: SEPTEMBER 26, 2017 TIME: 2:00 PM EST

QUESTIONS DUE DATE: SEPTEMBER 8, 2017 TIME: 2:00 PM EST

BUYER NAME: JAMES SUMMERVILLE
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1. OVERVIEW

The Port Authority of New York and New Jersey (the “Authority”) seeks best practices and other business information from firms that manage and sell outdoor, indoor, electronic and other types of advertising and sponsorships. The Authority plans to use this information to develop a sourcing strategy for advertising and sponsorship services, in advance of the expiration of current agreements. The Authority’s objective is to improve the return on its advertising assets and to further develop sponsorship and other business opportunities related to its world-class facilities.

2. GENERAL BACKGROUND

For background with respect to the Authority see www.panynj.gov. Additionally, the most recent electronic version of the Authority’s Annual Report is available at <http://www.panynj.gov/corporate-information/annual-reports.html>.

3. THE AUTHORITY’S ADVERTISING PROGRAM

Authority airports, seaports, tunnels, bridges, terminals, rail system and commercial developments serve hundreds of millions of people each year. These facilities provide opportunities for out-of-home advertisements such as displays, banners, billboards and other physical and digital advertisements. Attachment B hereto provides a more detailed guide to the assets included in the Authority’s current advertising program (“Program”).

The Authority utilizes third party firms to support the management of the Program. The Authority relies on the expertise of these firms to maximize value from its assets through advertising opportunities. Generally, the firms are responsible for developing and implementing advertising concepts, and for the physical design, construction, installation, and maintenance of advertising infrastructure. They are expected to identify new opportunities and are required to share revenue with the Authority at agreed-upon rates.

The responses to this RFI should help the Authority enhance the Program, and may help inform the development of future advertising- and sponsorship-related solicitations. The Authority anticipates all current assets and potential future assets from the redevelopment of existing facilities to be included in future solicitations.

4. QUESTIONS

The Authority is interested in receiving responses to the questions provided in this section. The responses should be concise, informative, and to the extent possible, based on industry best practices. Responses should not include the Respondent’s marketing materials or other promotional materials.

New Technology, Best Practices and Industry Trends

1. What are the most significant new opportunities for out-of-home advertising and sponsorships?

2. What are best practices for investing in new assets and capabilities (i.e. media walls, mobile applications, interactive screens, kiosks, social media, web, etc.)?
3. Given the proliferation of smartphones and other mobile devices, what advertising strategies and opportunities exist for monetizing passenger use of these devices?
4. Describe anticipated technologies or innovative advertising strategies on the horizon. In general, how will these technologies and innovations affect the advertising industry and its clients? Describe their likely impact on the Authority's Program, as defined herein. How should the Program change or evolve in reaction to these anticipated technologies and innovations?
5. What current or anticipated regulations could impact the Authority's future advertising and/or sponsorship program?

Revenue Maximization

6. Is there an optimal mix of advertising media assets (i.e. billboards, screens, experiential, etc.) at each of the Authority's facilities?
7. Is there a relationship or trade-off between sales of traditional advertising and/or sponsorship and naming rights deals? How should the Authority balance these business opportunities and arrangements?
8. What advertising and sponsorship strategies should the Authority consider to maximize revenue across its diverse world-class businesses, including PATH, airports, bridges, tunnels, port facilities, World Trade Center (PATH fare zone only), and other commercial developments?
9. What is the best way to manage advertising in facilities that are in transition or undergoing redevelopment (i.e. LaGuardia Central Terminal Building, Newark Airport Terminal A, Port Authority Bus Terminal, George Washington Bridge Bus Station)?
10. What are the industry best practices (and trends) regarding the bundling of facilities, especially for organizations with varied facilities (in the Authority's example: airports, train stations and systems, bridges, etc.)? Given the Authority's asset portfolio, should the Authority bundle or unbundle its advertising media assets? More specifically, does it make sense to bundle or unbundle assets by media type (e.g., static billboards, digital screens, web, mobile, social, experiential, etc.)?
11. How should a contract with an advertising partner be structured to maximize revenue while minimizing risk?

Other

- 12. What level of requirements, such as access to periodic reports or third party metrics, should be included in a contract to provide the Authority with visibility into the ongoing performance of its advertising program?
- 13. What type of information will firms need in a solicitation in order to provide complete proposals?
- 14. What market trends or best practices exist around revenue sharing structures, minimum annual guarantees (“MAGs”), and up-front payments from advertising and/or sponsorship firms? Does it make sense to have MAGs for each facility or asset, as opposed to one universal MAG?

5. SUBMISSION OF INFORMATION

Each Respondent shall EMAIL a .PDF copy of its response to James Summerville at jsummerville@panynj.gov by the due date and time conveyed on the cover page of this RFI. The subject line should clearly indicate the transmission is in response to the RFI for Advertising Strategy and Best Practices, and include the RFI number #50741 listed on the cover page. Exclude any images in your response that could complicate the easy dissemination of your response. Moreover, do not provide marketing materials.

I. Letter of Transmittal

Each response shall contain a Letter of Transmittal, identifying the Respondent.

The Letter of Transmittal shall contain:

- a. Name, address, URL and Federal Employer Identification Number of the Respondent executed by an authorized representative on behalf of the Respondent;
- b. Contact information (name, title, email, telephone and fax numbers) of the individual who shall act as the Respondent’s contact with the Authority for further information requests and future solicitations. In addition, at any time after the opening of the RFI submittals, the Authority may request additional information relating to the prospective firm’s or participant’s qualifications and will use this individual as the point of contact for these queries.

II. Statement of Qualification

The Respondent’s statement of qualification is an opportunity for the Respondent to describe its experience and industry expertise in providing responses to the aforementioned key objectives and questions.

III. A signed Agreement on Terms of Discussion (Attachment A)

IV. Your response to the Questions provided in Section 4, above.

6. QUESTIONS

Any questions by prospective respondents concerning this request shall be addressed to James Summerville at jsummerville@panynj.gov no later than the date/time conveyed on the Cover Page of this RFI.

7. CONFERENCE

At any time after the receipt of responses, the Respondent may be asked to attend an informal discussion conference with staff of the Authority regarding further clarification of the response and/or for additional information. To facilitate the free flow and exchange of ideas and information, it is our intent to meet with Respondents separately. The Authority will communicate the date, time and place of the conference in due course.

8. GENERAL

- A. The Authority reserves the unqualified right in its sole and absolute discretion to choose to accept or reject any and all responses to this RFI, to waive defects in the submissions and to reject all submissions. The Authority also reserves the unqualified right to request further information from any Respondent.
- B. Neither the expression of your organization's interest, nor the submission of your organization's qualifications and any documents or other information, nor the acceptance thereof by the Authority, nor any correspondence, discussions, meetings or other communications between your organization and the Authority shall impose any obligation on the Authority. The Authority shall have no obligation to Respondents. Costs of participation or information preparation are not compensable.

ATTACHMENT A

AGREEMENT ON TERMS OF DISCUSSION

The Port Authority’s receipt or discussion of any information (including information contained in any proposal, vendor qualification(s), ideas, models, drawings, or other material communicated or exhibited by us or on our behalf) shall not impose any obligations whatsoever on the Port Authority or entitle us to any compensation therefor (except to the extent specifically provided in such written agreement, if any, as may be entered into between the Port Authority and us). Any such information given to the Port Authority before, with or after this Agreement on Terms of Discussion (“Agreement”), either orally or in writing, is not given in confidence. Such information may be used, or disclosed to others, for any purpose at any time without obligation or compensation and without liability of any kind whatsoever. Any statement which is inconsistent with this Agreement, whether made as part of or in connection with this Agreement, shall be void and of no effect. This Agreement is not intended, however, to grant to the Port Authority rights to any matter, which is the subject of valid existing or potential letters patent.

Any information (including information contained in any proposal, vendor qualification(s), ideas, models, drawings, or other material communicated or exhibited by us or on our behalf) provided in connection with this procurement is subject to the provisions of the Port Authority Public Records Access Policy adopted by the Port Authority’s Board of Commissioners, which may be found on the Port Authority website at: <http://corpinfo.panynj.gov/documents/Access-to-Port-Authority-Public-Records/>. The foregoing applies to any information, whether or not given at the invitation of the Authority.

(Company)

(Signature)

(Title)

(Date)

**ORIGINAL AND PHOTOCOPIES OF THIS PAGE ONLY.
DO NOT RETYPE.**

Rev. 01/27/17

ATTACHMENT B

CURRENT INVENTORY OF ADVERTISING ASSETS

JFK Airport

Display Type	Quantity
Backlit (Various)	68
Banner	137
Bus Shelter	6
Clock	50
Digital Diorama	45
Digital Power Pole	45
Digital Spectacular	9
Diorama	98
Display Area / Exhibit / Activation	14
Exterior Sites	20
JCDecaux Displays	60
Jet Bridges	130
Phone Board (Parabit)	7
Prestige Digital Unit	38
Smarte Cartes	1
Train Car Exterior Wrap	1
Train Rail Card	32
Wall Wrap	199
Total	960

Stewart Airport

Display Type	Quantity
Backlit (Various)	15
Banner	1
Diorama	7
Literature Rack	1
Phone Board	1
Vertical Displays	8
Wall Wrap	9
Total	42

Port Authority Bus Terminal

Display Type	Quantity
2-Sheet	103
3-Sheet	34
Banner	4
Digital Media	1
Display Area / Exhibit / Activation	3
JCDecaux Displays	6
PowerPole	6
Wall Wrap	49
Total	206

Newark Airport

Display Type	Quantity
Backlit (Various)	113
Bus Shelter	11
Digital Power Pole	24
Diorama	28
Display Area / Exhibit / Activation	8
Exterior Sites	2
Framed Banner	50
Jet Bridges	45
LED Screens	3
Phone Board (Parabit)	3
Prestige Digital Unit	28
Smarte Cartes	1
Train Car Exterior Wrap	1
Train Rail Card	18
Wall Wrap	25
Total	360

Teterboro Airport

Family Description	Quantity
Exterior Banners @ Customs House	2
Total	2

Billboards

Display Type	Quantity
Billboard	1
Total	1

LaGuardia Airport

Display Type	Quantity
Backlit (Various)	9
Backlit Other	19
Banner	28
Digital Diorama	10
Diorama	154
Display Area / Exhibit / Activation	6
Exterior Sites	7
JCDecaux Displays	11
Jet Bridges	72
Phone Board (Parabit)	5
PowerPole	3
Smarte Cartes	1
Wall Wrap	20
Total	345

PATH

Display Type	Quantity
1-Sheet	64
2-Sheet	515
3-Sheet	99
Banner	17
Brand Car	106
Car Cards	3,509
Commuter Card	3,987
Diorama	2
Display Area / Exhibit / Activation	9
Wall Wrap	387
Total	8,695