



## Contracting Opportunity

\*\*\* This ad has not been published. It has been reviewed and pending publication. \*\*\*

**Title:** Advertising and Non-Toll Revenue Opportunities at NYS Bridge Authority Facility  
**Agency:** Bridge Authority, NYS  
**Division:** Administration  
**Contract Number:** BA-2023-OA-012-PS  
**CR Number:** 2101736  
**Contract Term:** March 31, 2025 with optional 2-year extensions  
**Date of Issue:** 09/08/2023  
**Due Date/Time:** 09/29/2023 4:00 PM  
Questions due by 9 AM, September 14th, 2023  
**County(ies):** Columbia, Greene  
**Location:** Rip Van Winkle Bridge, Catskill, NY  
**Classification:** Advertising, Graphic Arts, Marketing & Interior Design - *Consulting & Other Services*  
**Opportunity Type:** General  
**Entered By:** Teresa Ceragioli  
**Description:** The New York State Bridge Authority (NYSBA) is seeking proposals from qualified Contractors to implement a program of the broadest possible range of advertising and other development opportunities at the Rip Van Winkle Bridge facility to generate maximum non-toll revenue to NYSBA.

NYSBA will entertain a wide range of proposals, including creative concepts, designed to deliver a comprehensive solution. Qualified Contractors should have a demonstrated knowledge of the advertising business, as well as a familiarity with advertising in and around transportation facilities and roadways. The selected firm will propose a complete package that includes:

- conceptual plans for design, construction, installation and maintenance of advertising infrastructure;
- an outline for solicitation, management, collection of fees and operational aspects of the advertising;
- projections of advertising fees, total revenue generated and net revenue to NYSBA as well as options for fixed and flexible compensation arrangements if desired; and,
- other creative concepts designed to maximize non-toll revenue to NYSBA.

Advertising contracts shall be between the advertiser and the Contractor. The Contractor shall be responsible for all tasks and associated costs to implement the advertisement as well as the collection of all fees for such advertisement.

All inquiries for the digital plans and specifications shall be made by contacting Frank Pavlin, Director of Administration, at [fpavlin@nysba.ny.gov](mailto:fpavlin@nysba.ny.gov) with your "Expression of Interest" and include your Company contact information.

The apparent low Bidder shall present evidence of experience and financial stability. The Bidder shall comply with the terms of the Notice to Bidders, including Equal Employment Opportunity, M/WBE and SDVOB goals.

**Service-Disabled Veteran-Owned Set Aside: No**

**Total MWBE Participation Goals: 0%**

**Business entities awarded an identical or substantially similar procurement contract within the past five years:**

Traveler's Marketing

## Contact Information

**Primary contact:** Bridge Authority, NYS  
Administration  
Frank Pavlin  
Director of Administration  
PO Box 1010  
Highland, NY 12528  
United States  
Ph: 845-691-7245  
fpavlin@nysba.ny.gov

**Submit to contact:** Bridge Authority, NYS  
Administration  
Frank Pavlin  
Director of Administration  
PO Box 1010  
Highland, NY 12528  
United States  
Ph: 845-691-7245  
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