



# The New York State Contract Reporter

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This document printed  
Monday, 12/30/2019

## Contracting Opportunity

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

**Title:** System-Wide Advertising & Non-Toll Revenue Opportunities

**Agency:** Bridge Authority, NYS

**Division:** Administration

**Contract Number:** BA-2019-OA-008-PS

**Contract Term:** Two year term

**Date of Issue:** 12/31/2019

**Due Date/Time:** 01/23/2020 4:00 PM

Due date for questions: January 15th at 9:00 AM

**County(ies):** Dutchess, Orange, Putnam, Rockland, Ulster

**Location:** Kingston-Rhinecliff Bridge, Kingston, NY, Mid-Hudon Bridge, Highland, NY, Newburgh-Beacon Bridge, Beacon, NY and Bear Mountain Bridge, Ft. Montgomery, 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 soliciting proposals from qualified contractors to implement a program of the broadest possible range of advertising and other development opportunities 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 familiarity with advertising in and around transportation facilities and toll plazas. Firms must also comply with NYSBA's Equal Employment Opportunity Program, M/WBE and SDVOB goals.

To request the proposal package in its entirety, please contact Dan Passes, Manager of Administrative Services, via email at [dpasses@nysba.ny.gov](mailto:dpasses@nysba.ny.gov).

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

**Total MWBE Participation Goals:** 30%

**Service-Disabled Veteran-Owned Business Contracting Goal:** 6%



## Contact Information

**Primary contact:** Bridge Authority, NYS  
Administration  
Dan Passes  
Manager of Administrative Services  
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**Submit to contact:** Bridge Authority, NYS  
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