



REQUEST FOR PROPOSALS (RFP)
Media Sales Full-Motion LED Video Displays

Release Date: December 4, 2018

The following is a list of responses to questions submitted by prospective respondents to the ESD Request for Proposals for Media Sales Full-Motion LED Video Displays. A copy of the RFP is available at:

https://esd.ny.gov/doing-business-ny/requests-proposals/digital-signage-rfp

Media Sales Full-Motion LED Video Displays RFP - Responses to Questions

Table with 3 columns: No., Question, Answer. Contains 3 rows of questions and answers regarding RFP details.



| No. | Question | Answer |
|-----|---|---|
| 4 | Does ownership care how long our advertising spots are within the 2:30 content loop? | So long as the overall content loop duration is followed, and the percentage of time retained by ESD is unimpacted media sales firm may established alternate spot lengths within its allotment of time. |
| 5 | Can we do a mix of different lengths of spots in the loop? | Yes so long as the overall content loop length is followed and occurs within the media sales firm’s allotment of time. |
| 6 | Can you provide the capabilities of the CMS regarding playback, day part, social media tie in, interactivity? | The CMS in use is the ANC LiveSync system, which has the capability to run live data streams, live video, social media, and any library content. Content can be programmed dynamically and remotely and synchronized with lighting or other media. The system supports a wide variety of high resolution content formats. |
| 7 | Is Alcohol allowed to be advertised? | Alcohol is one of the prohibited categories that may not be advertised. |
| 8 | Does Ownership need to approve all ads and content before they run? If so what is this approval process? | For digital advertisements, Ownership will not need to approve all advertisements before they run—the advertising concessionaire and Ownership consultants facilitating content scheduling will be expected to review and enforce the established standards and restrictions. However, Ownership reserves the right to enforce the restricted items list and to reject an advertisement at its discretion if Ownership interprets the ad to be violating the standards established. |

| No. | Question | Answer |
|-----|--|--|
| 9 | Besides media on the screens, would ownership allow for experiential or promotional revenue opportunities within the West End Concourse? | The new Farley Entrances and the West End Concourse were constructed to relieve congestion, improve pedestrian flow, and provide an enhanced experience for Penn Station passengers. Respondents are welcome to propose a structure for consideration and valuation/compensation of limited one-off experiential opportunities for the Farley entries, plazas, and the Concourse, that are consistent with these goals. For example, sponsored art interventions, including but not limited to leveraging the programmable Skyscape LED light “fins,” may be considered. Given the extremely high passenger volumes at peak periods, no interventions will be considered that could impact pedestrian flow in these periods. |
| 10 | Please provide clarification on the criteria for evaluating creditworthiness | Respondents must provide two years of audited financials to be evaluated to ensure the firm faces no major financial challenges. If the review team has any questions regarding sufficient creditworthiness, those questions will be presented to the firm for response. |