

ADDENDUM #1

JULY 30, 2026

TRANSIT ADVERTISING SERVICES

SOLICITATION # 2026-TransitAdvertisingServices-002

ITB DUE DATE

10:00AM (CDT) – AUGUST 10, 2026

The Capital Area Transit System (CATS), Baton Rouge, Louisiana hereby amends the above referenced Invitation to Bid (ITB) as follows:

1. Addendum to provide response to vendor questions.

Question		Response
1	Is Contractor required to sell advertising under a revenue proposal e.g. this is not just a cost-based proposal for wrapping?	Page 22 of RFP: Capital Area Transit System (CATS) is requesting proposals from qualified companies to sell and install approved transit advertising on CATS assets.
2	Please provide the total advertising revenue generated for the past five (5) years, broken down by: Bus exterior advertising Bus interior advertising Bus shelter advertising Bus bench advertising	\$308,175 - 2025 \$460,304 - 2024 \$573,192 - 2023 \$614,815 - 2022
3	Please provide copies of the current rate cards for all advertising products.	See Attached.
4	Please provide a list of current advertisers, including: Advertising product purchased Monthly billing amount Contract expiration date Whether existing contracts will transfer to the successful contractor.	Advertising product purchased – Law Offices, Lottery, Medical care, Counsel on Aging Monthly billing amount - Month Total Billed January 2026 \$25,962.50 February 2026 \$25,962.50 March 2026 \$25,962.50 April 2026 \$25,962.50 May 2026 \$25,962.50 June 2026 \$25,962.50 6-Month Total \$155,775.00 Contract expiration date – varies Whether existing contracts will transfer to the successful contractor. - Yes
5	Please provide a complete inventory including: Number of buses by size Number of bus shelters Number of bus benches Number of interior advertising displays Number of digital infotainment screens	Number of buses by size ----- 68 (35'), 6 (30') Number of bus shelters----- 86 Number of bus benches --- No benches at this time Number of interior advertising displays ----- 74 Number of digital infotainment screens----- none

6	Please identify which shelters and benches are available for advertising versus those reserved for public service messaging.	All shelters and future benches will be available for both.
7	Are there any planned additions to or reductions in the fleet, shelters, benches, or other advertising assets during the contract term?	Approx 12 to buses to be removed in 2-3 years.
8	Who is the current advertising contractor, and when does the current agreement expire?	No contract currently exist.
9	Will existing advertising contracts be assigned to the successful proposer?	No contract currently exist.
10	Can CATS provide historical occupancy reports or utilization rates for the advertising inventory?	No reports exist.
11	What are the standard hours during which contractors may access buses and maintenance facilities for installation and removal of advertising?	Page 22 of RFP 2. Installation and ongoing maintenance of signs and other activities must not interfere with CATS operations. Page 23 4. Access to vehicles will be provided only during operational hours of the operating facility. All work on buses should be performed during off-peak times (midday, weekends, and evenings) whenever possible.
12	Will CATS provide designated staging or storage space for advertising materials and installation equipment?	Page 22 of RFP 3.CATS will provide a small space in the Maintenance area for handling and storage of advertising signs. The Contractor is responsible for keeping this area neat and clean and for disposing of outdated, damaged, or unusable signs.
13	Will CATS coordinate bus availability to help minimize multiple installation trips?	Yes
14	Please provide: Total number of CATS-owned benches - Existing advertising inventory on benches - Whether the successful contractor may replace damaged benches or install additional benches with CATS approval.	There are no CATS owned benches at this time. Benches to be installed at a later date, however, advertising pricing is requested.
15	Will the successful contractor be permitted to propose additional bench locations during the contract term?	CATS will work with the successful vendor at the time.
16	The Price Proposal requests: - A Fixed Annual Guarantee - A Percentage of Gross Advertising Revenue - A Monthly Minimum Guarantee Please clarify how these three pricing components will be evaluated and weighted during the selection process.	Page 25- 26 of RFP
17	Does CATS have an anticipated or desired annual minimum guarantee for this contract?	No
18	Is media trade or promotional advertising considered an acceptable component of the proposal?	Yes
19	Please provide the annual minimum guarantee and revenue share received by CATS under the current contract, along with total advertising revenue generated during each of the past five (5) years	No advertising contract currently exist.
20	Please provide the complete CATS Advertising Policy referenced in the RFP.	Page 24 of RFP
21	What is the typical review and approval timeframe for submitted advertisements?	2-3 business days

22	Is there an appeal or reconsideration process for advertisements that are rejected?	Page 22 of RFP 1. The successful Contractor, at its own expense, shall be responsible for posting advertising content, removing outdated advertisements, and removing advertisements rejected by CATS
23	In the event a wrapped bus is involved in an accident or retired from service, who is responsible for the cost of replacing the advertising graphics?	Page 24 of RFP E. FINANCIAL REQUIREMENTS No posting charges, removal fees, or other miscellaneous fees may be charged to CATS for the placement or removal of exterior and interior signs.
24	Will CATS indemnify the successful contractor for any damage resulting from the removal of graphics installed by a previous contractor?	Same as above
25	Is CATS interested in proposals that include additional revenue-generating opportunities beyond those identified in the Scope of Work, such as sponsorships, digital advertising, enhanced passenger amenities, or other innovative advertising concepts?	Proposals will only be evaluated based on information contained in this RFP.
26	Would CATS consider proposals that include contractor-funded improvements or expansion of advertising inventory if such improvements increase non-fare revenue for the agency?	Page 5 of RFP B. Goals Purpose of the Procurement and Period of Performance The Capital Area Transit System (CATS) is soliciting proposals to provide revenue-generating Bus Advertising Services on the interior (Infotainment System) and exterior of buses, bus shelters, and benches as well as benches within the CATS service area.
27	What is the current fleet count broken out by bus size (32', 35', and 40')?	Number of buses by size - 68 (35'), 6 (30')
28	How many buses are actively used daily versus held in reserve or out-of-service?	Approx. 40 used daily. Approx. 20 out of service.
29	What is the total number of sellable ad positions per format (Full Wrap, Half Wrap, King Kong Wrap, Tail Wrap, King, Queen, King/Queen with Headliner, Tail Panel) currently available across the fleet?	CATS entire fleet is available. 68 (35'), 6 (30')
30	What are the exact dimensions/specifications for each advertising format listed in Exhibit B?	See attached
31	How many bus shelters and benches are currently available for advertising, and what is their condition?	86 shelters
32	How many garages or maintenance facilities does CATS operate, and what are their addresses?	One 2250 Florida Blvd. Baton Rouge, La. 70802
33	Is CATS anticipating any fleet expansion or reduction during the contract term?	Yes
34	Please provide details on future booked advertising campaigns, including revenues, terms, name of advertiser, and number of buses, panels, shelters, etc. Will an operator be entitled to those revenues?	None exist at this time. Will an operator be entitled to those revenues? No
35	Would an operator be responsible for printing and installing any future booked campaigns sold by CATS?	No

36	The price proposal form, as currently organized, is difficult to understand. Typically, MAGs and revenue shares are not delineated by advertising formats within each format (Fixed-Route Buses, Bus Shelters, Benches, etc.) and are not paid based on per-unit quantities of full-wrap, half-wrap, king kong, etc. Can CATS please simplify the price proposal form?	Pricing format will not be altered at this time.
37	Would CATS please allow an extension of one week to allow time for respondents to visit the market and to incorporate the answers provided by CATS into a thoughtful proposal?	The timeline will remain the same.
38	What has been the historical annual advertising revenue generated over the past three years? Please specify the revenue broken down by fixed-route buses, shelters, and benches.	\$308,175 - 2025 \$460,304 - 2024 \$573,192 - 2023 \$614,815 - 2022
39	Can CATS provide the list of paid advertisers in each of the last 3 years?	Law Offices, Lottery, Medical care, Counsel on Aging
40	What is the current occupancy/sell-through rate across all advertising formats?	See attached
41	Can CATS provide the full text of the current Advertising Policy referenced in Part 3(A)(5), including prohibited categories (tobacco, alcohol, political, adult content) and standards for advertising targeting minors?	See page 24 of the RFP.
42	What is the typical turnaround time for CATS's review and approval of submitted advertising content?	2-3 business days
43	Does this contract grant exclusive rights to all transit advertising assets (buses, shelters, benches), or are any channels reserved or excluded?	There are some exceptions.
44	Is there a DBE or SBE participation requirement for this contract, and if so, what percentage and certifying jurisdiction applies?	No
45	Beyond the general guidance that installation/removal work should occur during off-peak times (midday, weekends, evenings), can CATS provide the specific daily/weekly access windows for each garage or facility?	Page 22 of RFP 1. Installation and ongoing maintenance of signs and other activities must not interfere with CATS operations. Page 23 4. Access to vehicles will be provided only during operational hours of the operating facility. All work on buses should be performed during off-peak times (midday, weekends, and evenings) whenever possible.
46	What is the process and required notice period for coordinating full wrap installations with CATS operations staff?	Same as above
47	Is there a maintenance performance standard (e.g., ad replacement turnaround, damage repair timelines) tied to any penalty or remedy structure?	Timeline will be coordinated with successful vendor.

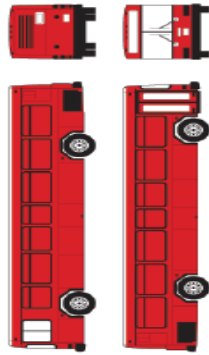
AD PLACEMENTS

BUS ADS

Adhesive-backed vinyl banners affixed to vehicles

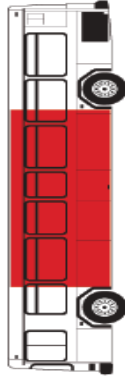
FULL WRAP

advertising specs confirmed upon request



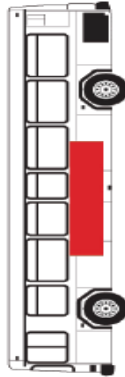
KING KONG

advertising specs confirmed upon request



KING

30" high x 144" wide (street side only)



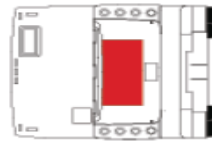
QUEEN

30" high x 108" wide (curb side only)



TAIL LIGHT

21" high x 72" wide (rear)



INTERIOR BUS CARDS

10" high x 30" wide (landscape) Cards are visible overhead inside buses.



STATIONARY SIGNS

BUS SHELTER PLACEMENTS

Portrait orientation:
68 1/2" high x 47 1/2" wide

Multiple placements can be zoned to specific areas of town. More than 80 new or refurbished transit shelters are in illuminated locations and offer space for your ad.

bcrats.com

ADVERTISING RATES

PRODUCTION COSTS

FULL WRAP		
advertising specs confirmed upon request		
6 MONTHS	12 MONTHS	
\$2,500	\$2,250	

KING KONG		
advertising specs confirmed upon request		
6 MONTHS	12 MONTHS	
\$1,500	\$1,250	

FULL BUS	upon request
KING KONG	upon request
KING	\$125/unit
QUEEN	\$120/unit
TAIL LIGHT	\$105/unit
INTERIOR BUS CARDS	\$20/unit
BUS SHELTER PLACEMENTS	\$75/unit

KING

30" high x 144" wide (street side only)

SHOWING	NO. UNITS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
100%	56	\$14,700	\$14,070	\$13,230	\$11,760
50%	23	\$6,843	\$6,549	\$6,138	\$5,474
Per Poster	1	\$350	\$335	\$315	\$280

QUEEN

30" high x 108" wide (curb side only)

SHOWING	NO. UNITS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
100%	56	\$11,550	\$12,376	\$13,863	\$9,240
50%	23	\$5,376	\$5,083	\$4,848	\$4,301
Per Poster	1	\$275	\$260	\$248	\$220

TAIL LIGHT

21" high x 72" wide (rear)

SHOWING	NO. UNITS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
100%	56	\$9,450	\$9,030	\$8,610	\$8,190
50%	23	\$4,399	\$4,203	\$4,008	\$3,812
Per Poster	1	\$225	\$215	\$205	\$195

INTERIOR BUS CARDS

10" high x 30" wide (landscape)

SHOWING	NO. UNITS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
100%	56	\$1,470	\$1,386	\$1,302	\$1,176
50%	23	\$805	\$759	\$606	\$547
Per Poster	1	\$35	\$33	\$31	\$29

BUS SHELTER

68 1/2" high x 47 1/2" wide (portrait)

SHOWING	NO. UNITS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
100%	84	\$18,445	\$17,127.50	\$15,810	\$14,492.50
50%	42	\$9,765	\$9,067.50	\$8,370	\$7,672.50
Per Poster	1	\$400	\$375	\$350	\$325

RESTRICTIONS

CATS reserves the right to reject any advertising message or artwork that does not comply with the standards set forth by CATS management. CATS will not accept advertising for alcohol or tobacco products, sexually oriented businesses, or any other product or service deemed unacceptable by CATS.

CATS
CAPITAL AREA TRANSIT SYSTEM