



Request for Proposals Capital Region Airport Authority

Solicitation Number	Request for Proposals (RFP) 2025-06
Addendum #1	In response to question received. <i>All other provisions and deadlines set forth in the original RFP remain unchanged.</i>
Solicitation Title	Airport Terminal Advertising Program Management
Purpose	CRAA is seeking proposals from qualified entities to manage and optimize the airport's terminal advertising revenues.

QUESTION RECEIVED: Page Limit – Could you please confirm the correct page limit for proposal submissions? Page 12, Item 6 lists a 40-page limit, while the table on pages 14–15 indicates 24 pages (not including forms).

The correct page number for submissions is 24 (excluding forms). We apologize for the erroneous reference to 40 pages on page 12.

QUESTION RECEIVED: Local Print Vendor – Does the airport have a preferred local print vendor?

The Authority has used several local printers. For larger wall-wrap prints, we've used ArCraft, as well as Skyline Outdoor Advertising. They are not necessarily "preferred" but they are both local vendors that we've used and had positive experiences with. There are likely others as well.

QUESTION RECEIVED: Existing Civic/Public Displays – We understand certain wall surfaces are dedicated to civic or public entities. Could you elaborate on their sizes, locations and the typical duration of these installations?

These are actually paid advertising spaces, even though they are dedicated to education and civic organizations.

The contract for "Choose Lansing" is expired (for the large wall-wrap above the TSA

checkpoint). Once the Authority has selected a Proposer for this contract, we would ask that selected entity to contact “Choose Lansing” to discuss renewal.

The contract for Eaton RESA will expire Aug. 31, 2026 and is already paid in full. This is for a floor-to-ceiling vinyl wall-wrap, roughly 30 feet wide, on the first floor between the 24/7 Market and the baggage claim area.

We are open to considering different advertisers for these locations, and they are not necessarily reserved for civic or public entities. As noted in the RFP, however, the selected Proposer would be required to give right-of-first-refusal to any existing advertiser with a current contract.

QUESTION RECEIVED: Existing Advertisements – Are there any advertisements currently displayed that are under expired contracts?

The following advertisers are technically expired, but several are operating under holdover arrangements:

- Wharton Center:
 - Second floor signage in display frame
- Greater Lansing CVB (now Choose Lansing):
 - Baggage claim wall wrap
 - This is expired, and the CRAA is in the process of renovating the baggage claim area. By springtime 2026, there will only be digital screens available for advertising in this area once the renovations are complete.
- Choose Lansing:
 - Large wall above TSA checkpoint.
 - Contract has expired, but payments are current through 7/1/25.
 - The selected Proposer will need to contact them to discuss renewal or transition.
- Granger:
 - Trash-can wraps throughout the terminal and digital displays
 - Contract is technically expired but they are still paying and up-to-date on payments.
- Sparrow/UofM health:
 - One sign in wall-mounted frame by baggage claim.
- Potter Park Zoo:
 - Second floor signage in wall-mounted frame
 - Contract is expired but they are up to date on payments through 2024 (usually pay Nov. 1, pay once/yearly)

QUESTION RECEIVED: Digital Infrastructure – We understand the airport is open to exploring additional digital assets, hardware, software, connectivity, and cybersecurity protections. Is there an existing digital content management system in place now, and if so, which system is currently being used?

- For FIDS, we currently use SITA but are beginning to explore other options.

- For airport-owned screen (welcome screen immediately upon entry into the central doorway to the airport)—we use BrightSign.

QUESTION RECEIVED: Advertising Location Map – We received the overall terminal maps—thank you. Is there also a map available that shows the current advertising locations along with the type of ad space it is – such as an advertising media kit?

We do not have a current media kit. Of greater importance, we are open to working with the selected Proposer to determine the optimal types of advertising formats for each location, based on the types of passenger traffic and exposure (e.g., business versus leisure travelers, international versus domestic, typical dwell-times, etc.).