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Question and Answer for Terminal Advertising Concession Contractor

11/23/22

Question 1. Is the billboard on Bristol at Torrey Rd on BIA property? Is there an existing advertising agreement with OutFront on that particular billboard?

Answer: The land is owned by BIAA but the billboard itself is owned by OutFront. OutFront leases the land from BIAA.

Question 2. Where is the soffit wrap mentioned in the RFQ with dimensions 360" wide x 82" high in the terminal?

Answer: Area was pointed out during a tour of the terminal. It is located on landside above the escalators.

Question 3. To determine what assets are available for sale in Q1, I'll need to see the existing 2023 Q1 advertising contracts.

Answer: The new advertising contractor would be tasked with securing and managing 2023 contracts.

Question 4. Also, can I see the 2022 Q4 contracts to see what pricing current advertising clients are seeing?

Answer: That is proprietary information that cannot be provided.

Question 5. Can I remount the Air Side Terminal TVs vertically? Plan would be to use a bracket that extends outwards to clear the existing recessed housing which is built into the air handling towers.

Answer: We are up to exploring this possibility. We would have to work with in the constraints of the current buildout. We would also want to make sure it looks appealing.

Question 6. The ad player for the TV's can include a Wi-Fi card. Can I connect to the the BIA Wi-Fi network to run the ad players?

Answer: Yes

Question 7. Looks like most of the Air Side Terminal TV's have traditional coax cable connections. Can those be upgraded by your cable supplier to an HDMI connection?

Answer: We can explore the possibilities for this and determine a solution after a contractor is chosen.