



Memorandum

To: All Interested Parties

From: Patti L. Michel

Date: November 18, 2008

Subject: Asheville Regional Airport Authority Request for Proposals for Display Advertising Services – **Addendum 1**

Below please find a copy of the received submitted questions as of November 18, 2008 in response to the Request for Proposals for Display Advertising Services at the Asheville Regional Airport. Please direct any questions to Patti L. Michel, Director of Marketing and Public Relations, Asheville Regional Airport Authority, 61 Terminal Drive, Suite 1, Asheville, NC 28732, phone: (828) 684-2226, e-mail: pmichel@flyavl.com.

Question:

1. It is not clearly defined in the RFP as to how many proposal copies will be required for submission. Could you please inform us of how many copies will be needed?

Answer: 5

2. Would it be acceptable to submit an electronic version of our financial statements on a disk in PDF format?

Answer: No.

3. In regards to Page 6 of the RFP- K.1.a. - are we required to submit the entire RFP document signed and completed?

Answer: Yes

4. Would a statement acknowledging receipt of the RFP be sufficient to include with the completed forms?

Answer: No

5. Regarding Page 7 of the RFP-Attachment E- are we required to work off of the maps provided in the RFP document? We would prefer to supply our own, if possible.

Answer: No, your own maps are ok.

6. If the Airport Authority furnishes any LCD advertising displays as referenced on page 22, I.3. Media Techniques, our questions are:

- a) What system/software will be used to control the LCD work?

Answer: The Authority has purchased the base ECLIPSEX Flight Information Display Software. This software allows for the display of several graphic image types to each LCD. The Authority is evaluating the purchase of the ECLIPSEX-Ad module which is a scheduling tool that will allow AVL to run media content in a playlist (a sequential playback of media). Playlists can be dedicated to an entire screen or can be played WITH flight information, on a baggage claim screen for example). The purchase of the AD module will depend upon the use of dynamic displays as proposed by the successful proposer and available Authority funding.

- b) Will the network be able to receive dynamic content updates on a daily basis?

Answer: The system does not accept "feeds" at this point and it is not the Authority's intent to provide such access to the system. The media is loaded manually into the ECLIPSEX system, the media is sent one time over the network to the player device where it is cached. See Item f for additional information.

- c) What types of files will the LCD network system be able to run? (i.e. -jpg, swf, mov, etc.?)

Answer: The standard ECLIPSEX software will accept standard jpg, gif, flash, etc. If purchased the ECLIPSEX Ad module will play .jpg, .gif, .png,

swf, .wmv, and .mpeg. The system does not currently support .mov. If this is a requirement, we will need to modify the system with the appropriate codec and thoroughly QA it internally.

- d) Who will be responsible for maintenance of the LCD network?

Answer: Asheville Regional Airport Authority.

- e) Will the advertising concessionaire need to pay a monthly fee for upload support of the advertising content on the LCD network?

Answer: To be determined through contract negotiations

- f) What is the proposed method for communicating with third party advertising software to receive ads for the airport owned LCD network?

Answer: The Authority will be the approver of any advertising. Other networks will not be able to directly access the AVL LCD Network.

- g) Will the managing party of the LCD network be able to customize the interface to read the advertising schedule provided by the concessionaire?

Answer: The Authority anticipates being able to implement an advertising schedule provided by concessionaire so long as the time intervals for ads to be displayed is consistent.

7. Will the airport accept a Proposal Bond in lieu of cash, etc. for the "Proposal Security" and a Performance Bond for the "Agreement Security"?

Answer: Yes, however, the proposal bond must be issued by a company doing business in North Carolina.

8. Can you provide the current 2008 YTD revenue?

Answer: Gross receipts through October for the calendar year 2008 are \$190,260.29

9. Is the brochure revenue included in your total revenue or is this a separate advertising concession?

Answer: No

10. How many displays are currently generating revenue?

Answer: 31 out of 43 (plus 11 out of 17 on the phone board).

11. How many fillers are currently in place?

Answer: 10 not including Biltmore Estate. (The Biltmore Estate should be a filler, but client art is still up.) plus 6 on the phone board

12. Any advertisers are still posted, but are not paying or on current contract?

Answer: Biltmore Estate on the soffit.

13. Who is responsible for installing the current locations (green dots) that have not been installed (baggage claim).

Answer: Green dots note current locations.

14. What is the current average space renting for?

Answer: Phone board average \$335.20 per month; Display average \$502.75 per month

15. Do we procure the new displays from the company that provided the current displays?

Answer: That is up to successful proposer.

16. Are all current displays going to remain in place?

Answer: To be determined by proposal and contract negotiations.

17. In the RFP, it is mentioned that the current number of displays cannot be exceeded; thus, if a new display is installed in the "Potential (red dot) Location" does this mean that a current location has to be removed?

Answer: No. The number of displays shall be determined in contract negotiations and proposal.

18. Is this the company they are going to use?
<http://www.comnetsoftware.com/index.asp>

Answer: Yes

19. Are they purchasing a FIDS or Flight Information Display System from them?

Answer: Yes

20. Is the system they are purchasing an ECLIP SX system?

Answer: Yes

21. This system uses web technology that allows multiple sites to run from one central location and includes various additional modules that allow easier design, the integration of airline feeds, scheduling and tracking of ads and promotions, integration into the airport web site and more. Are they going to be purchasing any of these modules? If so will these be ready to use or does Comnet require that they hire their own IT person to turn on these modules.

Answer: ECLIP SX 5.0 currently supports design functions, integrated OAG flight information feeds, and arrival/departure feeds to www.flyavl.com. As far as scheduling ads and promotions, see 6a. above. Tracking is not mentioned specifically, however, upon examination of the Com-Net website, it is mentioned on this page: <http://www.comnetsoftware.com/eclipsx.asp>. AVL has not purchased the ECLIP SX-Ad module as it is still in the evaluation phase of this software module.

22. What kind of support package does Comnet offer when a customer purchases this type of system. Do they install and then make sure the system and all additional modules are set up and fully functional? Will Comnet provide any additional support or technical assistance once the system is installed and working?

Answer: Currently, Comnet does setup and makes sure all system and modules are set up and fully functional. AVL pays for annual support.

23. In reference to the stated MAG of \$70,000; would it be possible for higher bid to be offered, or is the MAG set at this number?

Answer: The MAG is set at \$70,000.00; with the Proposer submitting a proposed percentage fee.

24. In regard to the use of airport digital equipment; would it be acceptable for a proposer to offer an upgrade of digital screens by increasing the size of the screens dramatically; i.e. upgrading the airports 40" screens and replacing them with 57" screens or higher.

Answer: As indicated, the proposer is encouraged to put forth a proposal that is best for all parties involved.