

July 29, 2011

TO: Prospective Vendors

RE: **Request for Proposal #2011-100**

The Capital Area Transportation Authority ("CATA") is requesting written proposals for advertising service as described in the above-cited Request For Proposal (RFP). Written proposals are requested, which will be firm and irrevocable for at least 180 days from date of receipt by CATA. Vendor proposals are to include price, delivery date, and all information needed to understand and evaluate the proposal, as well as any exception(s) to CATA's specifications. The proposal of the successful vendor will be binding upon CATA's acceptance of that proposal. Copies of CATA's specifications for this solicitation and CATA's Standard Terms & Conditions of Procurement are included with and are a part of the RFP, and will become part of any purchase order/contract resulting from this solicitation.

**Proposals from interested vendors will be due at 2:00 P.M. Eastern Time, September 19, 2011.** Proposals are to be delivered to the CATA office located at: 4615 Tranter Street, Lansing, MI 48910, Attention Debra Alexander, Assistant Executive Director. Responsibility for timely delivery of proposals to CATA rests entirely with interested vendors (see above *RFP, Section I-J, "Proposals"*). Proposals will be evaluated based upon information provided in the proposal. CATA is not responsible for locating/securing any information not identified and included in the submitted proposal.

CATA reserves the right to postpone, delay, cancel, or otherwise change any scheduled activity in regard to this RFP; to accept or reject any and all proposals, in whole or in part, and to make award as determined to be in its own best interest.

If you have any questions concerning this solicitation, please direct them in writing to the undersigned.

Best Regards,

Debra Alexander  
Capital Area Transportation Authority  
E-mail: [dwalexander@cata.org](mailto:dwalexander@cata.org)  
Enclosures