

Charlotte Area Transit System / General Services

Transit Advertising

The Charlotte Area Transit System (CATS) Marketing division anticipates contracting out the services of a qualified Transit Advertising Agency to manage, sell, and execute advertising placements across CATS assets, including buses, light rail vehicles, stations, and other designated transit properties. The selected agency will be responsible for developing and implementing a comprehensive advertising sales strategy that maximizes revenue generation, ensures brand consistency, and aligns with CATS' operational and community standards. PSR #1984

Details

Posting Number 2026-Q3(Jul-Sep)-CATS-19592 Anticipated Posting Date 2026-07-07 Commodity Code(s): 91501, 96153

Requirements

Insurance Requirements

The City requires the awarded vendor(s) to obtain and maintain the following insurance coverage types:

Last Updated: 11/21/25

Automobile-For automobile operations liability

General Liability-For bodily injury or property damage, arising from products, premises, completed work, personal & advertising injury

Workers Compensation-For lost wages and medical expenses of injured workers

Estimated Total Value

The total project value is anticipated to be:



\$1,000,000 -4,999,999

Contract Term

The term of the project is anticipated to be:



✓ Multi-Year

For Questions, Contact:

Karley Shaffer

Procurement Officer

Karley.Shaffer@charlottenc.gov