



/ Opportunities

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

Last Updated: 11/21/25

Insurance Requirements

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

- ☒ 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:

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