

REQUEST FOR PROPOSAL  
UTAH TRANSIT AUTHORITY

**Recruiting Programmatic Advertising Services**

RFP 24-03865PP

The UTAH TRANSIT AUTHORITY (UTA) is requesting proposals (RFP) from responsive and responsible qualified firms to propose for Recruiting Programmatic Advertising Services. This Request for Proposal is issued to enter into a single contract with an established firm to provide the identified services. It is anticipated that this RFP will result in the award of a single contracts. **Proposals are due September 20, at 2:00 pm MST, uploaded to <https://solutions.sciquest.com/apps/Router/SupplierLogin?CustOrg=StateofUtah>.**

Please log on to SciQuest/Jaggaer at <https://solutions.sciquest.com/apps/Router/SupplierLogin?CustOrg=StateOfUtah>; If you have already registered, login and search by Utah Transit Authority or the RFP number (24-03865PP). If you need to create an account, please select “Create Account” and then you can search UTA or the RFP number. If you need assistance, please email the Utah Supplier Portal Support at [sciquestadmin@utah.gov](mailto:sciquestadmin@utah.gov). Instructions to proposers are included in the RFP documents.

The contractor selected will be required to comply with all applicable Federal and State laws, regulations and certifications, and equal employment opportunity laws and regulations. UTA, in accordance with Title VI of the Civil Rights Act of 1964, as amended and will not discriminate against any interested firm or person on the basis of race, color, sex, age or national origin in the review of qualifications or contract award.

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