



Metro Transit Advertising – Full Wrap Proposal

In order to best fit the needs of Metro’s advertising program, staff request that the TPC alter the current full wrap policy language to:

The amount of allowable full wrap advertising be at or below an average of 20 full wraps per month.

This language is more applicable and will help address the following sales trends:

- partial year contracts
- low number of full wraps running January through July
- increased interest in full wraps during the 4th quarter

This change in language has the potential to generate an additional \$25,000 in advertising revenue.

Full Wrap Details

- Total 2016 ad revenue: \$581,000
- Full wrap revenue: \$217,000 (37% of total)
- Revenue per full wrap bus ~\$1,800/month
- Average full wrap contract length: 5 months
- Current average number full wraps per month: 9