

## Bus Wrap Contract Summary (since start of pilot program):

### Charter Communications:

- 3 buses (1 year run)
- 2 buses (32 week run)

### Dejope

- 1 bus (1 year run)

### Einstein

- 1 bus (1 year run)

### General Motors

- 2 buses (1 year run)

### Lexus of Madison

- 1 bus (1 year run)

### Miller Brewing

- 2 buses (16 week run)
- 2 buses (12 week run)

### Summary Note: Most wrapped bus ad runs were for 1 year or more.

- Miller Brewing ran a wrapped campaign less than 1 year.
- Charter Communications ran a campaign that was less than 1 year on 2 buses. Was conducting full year campaigns on 3 other buses at same time.

Advertiser	From	To	Weeks	# of Wraps	Type	Net Value
Charter Communications	5/21/07	12/30/07	32	5	Cancelled	\$120,000.00
Charter Communications	12/31/07	12/28/08	52	3	Renewal	\$196,500.00
Dejope Gaming & Entertainment	3/19/07	7/6/08	68	1	Incremental	\$51,000.00
Dejope Gaming & Entertainment	7/7/08	7/5/09	52	1	Renewal	\$40,300.00
Einstein Wireless	3/19/07	8/5/07	20	1	New	\$15,000.00
Einstein Wireless	8/13/07	3/23/08	32	1	Renewal	\$30,400.00
Einstein Wireless	3/31/08	6/22/08	12	1	Renewal	\$9,000.00
General Motors	10/1/07	9/28/08	52	2	Incremental	\$100,000.00
Madison Lexus Dealers Association	9/17/07	9/14/08	52	1	New	\$39,000.00
Miller Brewing Company	7/30/07	11/18/07	16	2	Incremental	\$27,200.00
Miller Brewing Company	1/14/08	4/6/08	12	2	Repeat	\$24,000.00

## Bus Wrap Feedback Summary

Metro conducted an online survey to gauge public perception of the full-wrap advertising program.

Complete survey results, along with other feedback received can be reviewed at:

- [www.mymetrobus.com/wrapsummary.pdf](http://www.mymetrobus.com/wrapsummary.pdf)

## Adams Contract Summary

Details of the current contract with Adams Outdoor Advertising is as follows.

- Metro and Adams are currently in the second year of a three year contract
- 3 year contract ends December 31, 2009
- 1 time option to renew with Adams for another three years

Year 1:

- Guaranteed: \$272,724 yearly.
- Plus 40% commission on sales above this guarantee.
- Sales were approximately \$272,000.

Year 2

- Guaranteed: \$350,000 yearly
- Plus 40% commission on sales above this guarantee.

Year 3

- Guaranteed: \$225,000 yearly
- Plus 40% commission on sales above this guarantee.
- **This assumes no wrapped buses**

Year 4 (If extension to Adams contract)

- Guaranteed: \$399,000 yearly
- Plus 40% commission on sales above this guarantee.
- Assumes 15 wrapped buses

Year 5

- Guaranteed: \$425,000 yearly
- Plus 40% commission on sales above this guarantee.
- Assumes 15 wrapped buses

Year 6

- Guaranteed: \$450,000 yearly
- Plus 40% commission on sales above this guarantee.
- Assumes 15 wrapped buses

## **Estimated Loss of Revenue of 10 Full Wraps vs. 20 \$153,600**

Adams estimates the change in potential revenue from 20 full wraps to 10 full wraps would be an approximate yearly loss of \$153,600.

This estimate is based on the following:

- With the assumption of 15 wrapped buses, Metro is currently guaranteed \$350,000 or more from Adams each year.
- After \$350,000, Metro receives 40% commission on all sales
- Full Wrap Buses currently sell for approximately \$3200 per month
- Assuming 10 full wrapped buses are sold for the year, \$384,000 is generated. (10 buses x \$3200 x 12 months) This surpasses the yearly guarantee amount.
- Selling another 10 full wraps (total of 20) generates an additional \$384,000 (10 buses x \$3200 x 12 months).
- As revenue exceeding the minimum guaranteed amount in the Adams contract, Metro would receive 40% of this \$384,000, which is \$153,600.

**These figures assume that the maximum amount of wrapped buses are running advertising throughout the year.**

## **Automatic Bus Stop Announcements**

**Currently, 57% of Metro's bus stops are automatically announced.**

In the downtown area, an "Inner Zone" has been established where automatic announcements are programmed for every stop.

Boundaries of this "Inner Zone" are: Yahara River on east, Midvale Blvd. on west, Wingra Creek on the south.

Remainder of service area, automatic bus stops are programmed at:

- published timepoints
- intersections with other routes
- major intersections
- major destinations such as stores, medical facilities
- periodic intervals to assist in orientation