

## REVISED STANDARD RATE CARD (DRAFT VERSION 1)

Ad Type		0% discount	10% discount	15% discount	20% discount	25% discount
<b>FULL WRAP</b>	Unit discount	1 period	3 periods	6 periods	9 periods	Annual
1	0%	\$2,400	\$2,160	\$2,040	\$1,920	\$1,800
2-3	10%	\$2,160	\$1,944	\$1,836	\$1,728	\$1,620
4-5	15%	\$2,040	\$1,836	\$1,734	\$1,632	\$1,530
6-7	20%	\$2,112	\$1,901	\$1,795	\$1,690	\$1,584
8+	25%	\$1,800	\$1,620	\$1,530	\$1,440	\$1,350
<b>PARTIAL WRAP</b>						
1	0%	\$1,200	\$1,080	\$1,020	\$960	\$900
2-3	10%	\$1,080	\$972	\$918	\$864	\$810
4-5	15%	\$1,020	\$918	\$867	\$816	\$765
6-7	20%	\$960	\$864	\$816	\$768	\$720
8+	25%	\$900	\$810	\$765	\$720	\$675
<b>HALF WRAP</b>						
1	0%	\$1,100	\$990	\$935	\$880	\$825
2-3	10%	\$990	\$891	\$842	\$792	\$743
4-5	15%	\$935	\$842	\$795	\$748	\$701
6-7	20%	\$880	\$792	\$748	\$704	\$660
8+	25%	\$825	\$743	\$701	\$660	\$619
<b>KING KONG</b>						
1-3	0%	\$850	\$765	\$723	\$680	\$638
4-6	10%	\$765	\$689	\$650	\$612	\$574
7-9	15%	\$723	\$650	\$614	\$578	\$542
10-12	20%	\$680	\$612	\$578	\$544	\$510
13+	25%	\$638	\$574	\$542	\$510	\$478
<b>MINI KING KONG</b>						
1-3	0%	\$575	\$518	\$489	\$460	\$431
4-6	10%	\$518	\$466	\$440	\$414	\$388
7-9	15%	\$489	\$440	\$415	\$391	\$367
10-12	20%	\$460	\$414	\$391	\$368	\$345
13+	25%	\$431	\$388	\$367	\$345	\$323
<b>KONG</b>						
1-5	0%	\$395	\$356	\$336	\$316	\$296
6-10	10%	\$356	\$320	\$302	\$284	\$267
11-15	15%	\$336	\$302	\$285	\$269	\$252
16-20	20%	\$316	\$284	\$269	\$253	\$237
21+	25%	\$296	\$267	\$252	\$237	\$222
	30%	\$277	\$249	\$235	\$221	\$207
<b>FULL BACK</b>						
1-5	0%	\$275	\$248	\$234	\$220	\$206
6-10	10%	\$248	\$223	\$210	\$198	\$186
11-15	15%	\$234	\$210	\$199	\$187	\$175
16-20	20%	\$220	\$198	\$187	\$176	\$165
21+	25%	\$206	\$186	\$175	\$165	\$155
	30%	\$193	\$173	\$164	\$154	\$144
<b>KING W/ HEADER</b>			\$0	\$0	\$0	\$0
1-5	0%	\$275	\$248	\$234	\$220	\$206
6-10	10%	\$248	\$223	\$210	\$198	\$186
11-15	15%	\$234	\$210	\$199	\$187	\$175
16-20	20%	\$220	\$198	\$187	\$176	\$165
21+	25%	\$206	\$186	\$175	\$165	\$155
	30%	\$193	\$173	\$164	\$154	\$144
<b>Ad Type</b>		<b>0% discount</b>	<b>5% discount</b>	<b>10% discount</b>	<b>15% discount</b>	<b>20% discount</b>
<b>KING</b>		1 period	3 periods	6 periods	9 periods	Annual
1-6	0%	\$240	\$228	\$216	\$204	\$192
7-14	5%	\$228	\$217	\$205	\$194	\$182
15-21	10%	\$216	\$205	\$194	\$184	\$173
21-28	15%	\$204	\$194	\$184	\$173	\$163
29+	20%	\$192	\$182	\$173	\$163	\$154
	25%	\$180	\$171	\$162	\$153	\$144
	30%	\$168	\$160	\$151	\$143	\$134
<b>TAIL</b>						
1-6	0%	\$200	\$190	\$180	\$170	\$160
7-14	5%	\$190	\$181	\$171	\$162	\$152
15-21	10%	\$180	\$171	\$162	\$153	\$144
21-28	15%	\$170	\$162	\$153	\$145	\$136
29+	20%	\$160	\$152	\$144	\$136	\$128
	25%	\$150	\$143	\$135	\$128	\$120
	30%	\$140	\$133	\$126	\$119	\$112

## Production Rates (DRAFT VERSION 1)

FULL PRODUCTION - SAMPLE REVISED RATES	
FULL WRAP	\$5,350
HALF WRAP	\$2,700
PARTIAL WRAP	\$2,400
KING KONG AD	\$1,400
MINI KING KONG AD	\$790
FULL BACK AD	\$600
KING W/ HEADER	\$525
KONG AD	\$385
KING AD	\$160
TAIL AD	\$80

DESIGN-Included in production pricing as follows:	
5 Units	Includes up to 2 design layouts
10 Units	Includes up to 3 design layouts
20 Units	Includes up to 4 design layouts
Additional Layouts	See design only pricing

INSTALLATION & REMOVAL ONLY RATES	
FULL WRAP	\$2,550
HALF WRAP	\$1,270
PARTIAL WRAP	\$1,020
KING KONG AD	\$510
MINI KING KONG AD	\$180
FULL BACK AD	\$335
KING W/ HEADER	\$180
KONG AD	\$70
KING AD	\$70
TAIL AD	\$45

GN ONLY RATES (If additional layouts are requested)	
FULL WRAP	\$240.00
HALF WRAP	\$200.00
PARTIAL WRAP	\$160.00
KING KONG AD	\$120.00
MINI KING KONG AD	\$80.00
FULL BACK AD	\$80.00
KING W/ HEADER	\$120.00
KONG AD	\$80.00
KING AD	\$80.00
TAIL AD	\$50.00

# INTERIOR CARD PRICING (DRAFT VERSION 1)

## Interior Card Production Rates

# Units	Total Production Cost	Can I provide Metro with Multiple Design Layouts for Printing?	Installation & Removal ONLY Pricing
50	\$600	Includes (1) Design Layout*	\$220
100	\$1,200	Includes up to (2) Design Layouts	\$440
150	\$1,800	Includes up to (3) Design Layouts	\$660
200	\$2,400	Includes up to (4) design layouts	\$880

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At 50 Units, 2creative layouts:           ADD \$100

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At 50 Units, 3 creative layouts:           ADD \$150

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At 100 Units, 3 creatiave layouts:       ADD \$100

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At 100 Units, 4 creatiave layouts:       ADD \$150

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## Interior Card Space Rates

# of UNITS	Per Card Pricing	1 Period	3 Periods	6 Periods	9 Periods	ANNUAL
		0% Discount	5%	10%	15%	20%
50	\$18	\$900	\$855	\$810	\$765	\$720
100	\$16	\$1,600	\$1,520	\$1,440	\$1,360	\$1,280
150	\$14	\$2,100	\$1,995	\$1,890	\$1,785	\$1,680
200	\$12	\$2,400	\$2,280	\$2,160	\$2,040	\$1,920

## REVISED NON-PROFIT/CITY OF MADISON RATE CARD (20% off) (DRAFT VERSION 1)

Ad Type		0% discount	10% discount	15% discount	20% discount	25% discount
<b>FULL WRAP</b>	Unit discount	1 period	3 periods	6 periods	9 periods	Annual
1	0%	\$1,920	\$1,728	\$1,632	\$1,536	\$1,440
2-3	10%	\$1,728	\$1,555	\$1,469	\$1,382	\$1,296
4-5	15%	\$1,632	\$1,469	\$1,387	\$1,306	\$1,224
6-7	20%	\$1,690	\$1,521	\$1,436	\$1,352	\$1,267
8+	25%	\$1,440	\$1,296	\$1,224	\$1,152	\$1,080
<b>PARTIAL WRAP</b>						
1	0%	\$960	\$864	\$816	\$768	\$720
2-3	10%	\$864	\$778	\$734	\$691	\$648
4-5	15%	\$816	\$734	\$694	\$653	\$612
6-7	20%	\$768	\$691	\$653	\$614	\$576
8+	25%	\$720	\$648	\$612	\$576	\$540
<b>HALF WRAP</b>						
1	0%	\$880	\$792	\$748	\$704	\$660
2-3	10%	\$792	\$713	\$673	\$634	\$594
4-5	15%	\$748	\$673	\$636	\$598	\$561
6-7	20%	\$704	\$634	\$598	\$563	\$528
8+	25%	\$660	\$594	\$561	\$528	\$495
<b>KING KONG</b>						
1-3	0%	\$680	\$612	\$578	\$544	\$510
4-6	10%	\$612	\$551	\$520	\$490	\$459
7-9	15%	\$578	\$520	\$491	\$462	\$434
10-12	20%	\$544	\$490	\$462	\$435	\$408
13+	25%	\$510	\$459	\$434	\$408	\$383
<b>MINI KING KONG</b>						
1-3	0%	\$460	\$414	\$391	\$368	\$345
4-6	10%	\$414	\$373	\$352	\$331	\$311
7-9	15%	\$391	\$352	\$332	\$313	\$293
10-12	20%	\$368	\$331	\$313	\$294	\$276
13+	25%	\$345	\$311	\$293	\$276	\$259
<b>KONG</b>						
1-5	0%	\$316	\$284	\$269	\$253	\$237
6-10	10%	\$284	\$256	\$242	\$228	\$213
11-15	15%	\$269	\$242	\$228	\$215	\$201
16-20	20%	\$253	\$228	\$215	\$202	\$190
21+	25%	\$237	\$213	\$201	\$190	\$178
	30%	\$221	\$199	\$188	\$177	\$166
<b>FULL BACK</b>						
1-5	0%	\$220	\$198	\$187	\$176	\$165
6-10	10%	\$198	\$178	\$168	\$158	\$149
11-15	15%	\$187	\$168	\$159	\$150	\$140
16-20	20%	\$176	\$158	\$150	\$141	\$132
21+	25%	\$165	\$149	\$140	\$132	\$124
	30%	\$154	\$139	\$131	\$123	\$116
<b>KING W/ HEADER</b>			\$0	\$0	\$0	\$0
1-5	0%	\$220	\$198	\$187	\$176	\$165
6-10	10%	\$198	\$178	\$168	\$158	\$149
11-15	15%	\$187	\$168	\$159	\$150	\$140
16-20	20%	\$176	\$158	\$150	\$141	\$132
21+	25%	\$165	\$149	\$140	\$132	\$124
	30%	\$154	\$139	\$131	\$123	\$116
<b>Ad Type</b>		<b>0% discount</b>	<b>5% discount</b>	<b>10% discount</b>	<b>15% discount</b>	<b>20% discount</b>
<b>KING</b>		1 period	3 periods	6 periods	9 periods	Annual
1-6	0%	\$192	\$182	\$173	\$163	\$154
7-14	5%	\$182	\$173	\$164	\$155	\$146
15-21	10%	\$173	\$164	\$156	\$147	\$138
21-28	15%	\$163	\$155	\$147	\$139	\$131
29+	20%	\$154	\$146	\$138	\$131	\$123
	25%	\$144	\$137	\$130	\$122	\$115
	30%	\$134	\$128	\$121	\$114	\$108
<b>TAIL</b>						
1-6	0%	\$160	\$152	\$144	\$136	\$128
7-14	5%	\$152	\$144	\$137	\$129	\$122
15-21	10%	\$144	\$137	\$130	\$122	\$115
21-28	15%	\$136	\$129	\$122	\$116	\$109
29+	20%	\$128	\$122	\$115	\$109	\$102
	25%	\$120	\$114	\$108	\$102	\$96
	30%	\$112	\$106	\$101	\$95	\$90

## Metro Transit Rate Discounts (DRAFT VERSION 1)

### Additional Discounts May Apply Based on Volume

Investment Levels	Discount
\$50,000	5%
\$100,000	8%
\$150,000	11%

\*For negotiating larger bulk buys

\*Or Metro may use the sliding scale rate card for negotiation purposes; moving downward or across the chart

### Non-Profit / City of Madison Discount

Non-Profit / City of Madison	20%
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### POSSIBLE FUTURE CONSIDERATION:

**Metro may consider looking into a rate structure for FLEET B - (bus 8000-875), which is Metro's older fleet**

Fleet B Discounts (bus #800 - #875)

These buses acquire less mileage/hours per month than newer buses

Metro would offer a 25% or 30% discount, to be determined