

In-house Advertising Proposal

It is the intention of Metro Transit to bring the sales functions of bus advertising in-house when the current contract expired on December 31, 2012. We believe that we can increase the amount of revenue that Metro receives from advertising by managing the process in-house.

In-House vs. Contracted Projected Net Advertising Revenue

<u>In-house</u>		<u>Contracted (Outside advertising vendor)</u>	
Year one:	\$435,000	Year one:	\$400,000
Year three	\$645,000	Year three:	\$400,000

New Metro Positions

1. Sales Representative - This will be a Metro position similar to the (Monona Terrace Sales Associate) that requires approval by the Board of Personnel, Board of Estimates and Common Council
2. Support Staff – This is a possible future position need to perform accounting and administrative duties in support of new sales position. This might be requested/created/filled as funding allows.

Contracted Services

1. Production services - Metro would issue an RFP for graphic design and printing of exterior advertising materials.
2. Installation services – Metro would issue an RFP for vendor that would install advertising materials once production is complete. It's possible that both duties could be performed by same vendor.

Content Policy

It is Metro's intention to follow the current content policy. Metro staff, however, would have more ability to make requests that vendors voluntarily produce advertising creative that would be acceptable to Madison and Metro riding public. Metro staff would also have more ability and discretion in what types of companies to pursue for advertising. However, all sales would be considered and accepted as according to attached advertising content policy.

Wrap Policy

It is Metro's intention to follow the current wrap policy. The policy allows a maximum of 20 fully wrapped buses at any given time. See attached bus wrap policy.

Contingency Plan

We will include a contingency plan for the in-house models. If in-house process is not successful for any reason, an RFP could be already in place to expedite the hiring of an advertising partner/company to step in and take over. Marketing staff can also perform advertising sales duties in the interim to ensure consistent revenue flow.

However, Metro would like to attempt this in-house model for at least 2 years.