

November 5, 2007

Adams Outdoor
102 East Badger Road
Madison, Wisconsin 53713

Attn: Chris Eigenberger

Dear Chris:

I am happy to write in support of the proposal to pass a Cap and Replace ordinance governing outdoor advertising in the city of Madison.

I have seen first hand the tremendous good Adam's generosity to the Henry Vilas Zoo has done to boost attendance and awareness of this vital community resource. In particular, your donation over the past 4 years of more than \$250,000 of high-visibility outdoor postings has helped the Zoological Society facilitate the initial phases of a multi-stage fundraising campaign.

Thanks to your assistance to the "Ambassadors of Wildlife" campaign and the enhanced visibility it has caused, the Zoo's new Conservation Carousel, Fair North American Prairie exhibit and the Children's Zoo are now delighting children and parents daily.

Your support on your digital billboard for the special Giraffe fundraising effort raised those necessary funds in record time.

I wholeheartedly applaud your community spirit and realize that if your inventory continues to shrink, this kind of support for worthy causes will dwindle.

I urge the Council to enact this fair ordinance.

Sincerely

Richard A. Zillman
President
Zillman Idea Design

To Whom It May Concern:

As a marketing representative in the City of Madison I find billboards a vital part of the advertising world. With that being said, I am writing this letter to support the "Cap and Replace" Ordinance that was introduced to the City of Madison common council on October 16th, 2007. With each billboard that is removed from the market I am losing an opportunity to market to my consumers. Each billboard that is removed from the market means rising costs of boards and less inventory to choose from. I work closely with a corporate media buyer that has told me the boards I want here in Madison are more expensive than the boards he is buying in Chicago, IL. With each board that is removed from the market the costs of the remaining boards continue to rise. Over the past two years, I have spent my media dollars in other outlets where their inventory hasn't suffered because of a city decision. Adams Outdoor Advertising is a local business that deserves to stay in business and continue to assist marketers around the city reach their key consumers.

Thank you,



Abby Rossi

Marketing Manager

Wisconsin Distributors

