

TPC 10.10.12  
 ITEM F.3.  
 HAND-OUT

## 2013 Metro Transit Advertising Rate Card

FULL WRAP - Covers entire bus and window		
Units*	4-12 Periods	Annual (price per period)
1	\$2800	\$2500
2-4	\$2500	\$2200
5-6	\$2200	\$2000

PARTIAL WRAP - Covers full back and extensions in up to 4 windows/side		
Units	4-12 Periods	Annual (price per period)
1	\$1600	\$1450
2-4	\$1400	\$1250
5-6	\$1200	\$1100

HALF WRAP - Covers one full side		
Units	4-12 Periods	Annual (price per period)
1	\$550	\$500
2-4	\$500	\$450
5-6	\$450	\$400

WINDOW WRAP - Covers one entire window and space directly below and above		
Units	4-12 Periods	Annual (price per period)
1	\$550	\$500
2-4	\$500	\$450
5-6	\$450	\$400

KING KONG - Covers top to bottom between wheel wells		
Units	4-12 Periods	Annual (price per period)
1	\$1100	\$1000
2-5	\$1000	\$900
6-10	\$900	\$800
11-15+	\$800	\$700

KONG - Cover one side of bus below the window and between the wheel wells		
Units	4-12 Periods	Annual (price per period)
1	\$500	\$450
2-5	\$450	\$400
6-10	\$400	\$375
11+	\$350	\$325

KING - Covers portion beneath window and wheel wells on one side		
Units	4-12 Periods	Annual (price per period)
1	\$300	\$275
2-15	\$275	\$250
16-30	\$250	\$225
31+	\$225	\$200

\*Unit equals 4 weeks

KING WITH HEADER - Covers beneath window and wheel wells, plus top header on one side of the bus		
Units	4-12 Periods	Annual (price per period)
1	\$325	\$300
2-15	\$300	\$275
16-30	\$275	\$250
31+	\$250	\$225

FRONT WRAP - Covers entire front of bus		
Units	4-12 Periods	Annual (price per period)
1	\$125	\$110
2-15	\$110	\$100
16-30	\$100	\$90
31+	\$90	\$85

FULL BACK - Covers entire back of bus		
Units	4-12 Periods	Annual (price per period)
1	\$325	\$300
2-15	\$300	\$275
16-30	\$275	\$250
31+	\$250	\$225

SUPER TAIL - Covers entire bottom half of the back of bus		
Units	4-12 Periods	Annual (price per period)
1	\$300	\$275
2-15	\$250	\$225
16-30	\$225	\$200
31+	\$200	\$175

TAIL -		
Units	4-12 Periods	Annual (price per period)
1	\$250	\$225
2-15	\$225	\$200
16-30	\$200	\$175
31+	\$175	\$150

PARATRANSIT – PARTIAL WRAP Covers side and back of bus (excludes windows)		
Units	4-12 Periods	Annual (price per period)
1	\$325	\$300
2-6	\$300	\$275
6+	\$200	\$250

PARATRANSIT – TAIL Covers entire back of bus		
Units	4-12 Periods	Annual (price per period)
1	\$250	\$225
2-6	\$225	\$200
6+	\$200	\$175

INTERIOR - 11" x 28" cards displayed on the inside of bus		
Units	4-12 Periods	Annual (price per period)
1-50	\$20	\$18
50+	\$18	\$17

RIDE GUIDE			
Size	3 <sup>Rd</sup> Quarter	1 <sup>st</sup> , 2 <sup>nd</sup> and/or 4 <sup>th</sup>	Annual (price per quarter)
Full page	\$2400	\$1500	\$1500
Half page	\$1400	\$1000	\$1000
Quarter page	\$900	\$500	\$500
Header/Footer	\$700	\$400	\$400
Column inch rate	\$35		

MAP			
Size	3 <sup>Rd</sup> Quarter	1 <sup>st</sup> , 2 <sup>nd</sup> and/or 4 <sup>th</sup>	Annual (price per quarter)
Border	\$600	\$350	\$350
Business card	\$550	\$300	\$300
Column inch rate	\$35		

Transfers		
Units**	1-3 Quarters	Annual (price per quarter)
1	\$7000	
2-3	\$6000	\$5000

\*\* Units equal 300,000 pieces

# Metro Transit Rate Card Discounts

<i>Discounts for volume Purchase</i>		
\$50,000	\$75,000	\$100,000+
5%	8%	10%

<i>Pre-Pay Discount- paid in full prior to the start of the contract</i>
5%

<i>City of Madison agency and non-profit discount</i>
20%

**Market Stimulating Sales**  
 Metro will conduct market stimulating efforts periodically. Rates will be discounted and/or a percentage of products bonused and offered equally to all customers for a limit of one quarter.

<b>WRAP PRODUCTS – Market stimulating rates</b>	
Units	
1	10%
2-5	15 %
6-10	20 %
11+	25%

<b>OTHER PRODUCTS – Marketing stimulating rates</b>	
Units	
1	0
2-5	10 %
6-10	15%
11-15	20%
16+	25%

▶ Metro may offer current clients that have received deeply discounted rates on their 2012 advertising contracts graduated rates in 2013 in order to bring them up to our current rate card.

▶ All rates are net