

## **Full Wrap Policy**

When Metro brings its bus advertising program in house in 2013, staff plan to continue its current wrap policy, which was amended in 2008 to allow fully illustrated transit advertisements on Metro coaches, not to exceed 20 full wraps per year.

This policy also allows for unlimited partial wraps during the course of the year.

This policy will last through the course of the in-house advertising pilot program which will last through 2014.

Staff will revisit this policy in 2014 to determine the course of full wrap advertising in 2015 and beyond.

## **In-House Projected Net Advertising Revenues – Wraps versus No Wraps**

### **In-house - 20 full wraps**

Year one: \$435,000  
Year two: \$530,000  
Year three: \$645,000

### **\*In-house (NO full wraps)**

Year one: \$365,000  
Year two: \$445,000  
Year three: \$541,000

### **In-house - 20 full wraps**

Year one: \$435,000  
Year two: \$530,000  
Year three: \$645,000

### **\*In-house (No ads covering any windows)**

Year one: \$239,000  
Year two: \$291,000  
Year three: \$354,000

2011 Total Billing for Ad Space	\$716,179.20
2011 portion including any wrap covering windows revenue)	\$458,100.00 (64% of current ad revenue)
2011 Portion that includes full wraps only revenue)	\$185,700.00 (26% of current ad revenue)

\*The projections assume that that Metro would recover approximately 30% of lost revenue from eliminating wraps by selling other forms of bus advertising space instead.