<b>REVISED STAN</b>	DARD RATE CA	RD (DRAFT	VERSION 1)			
Ad Type				15% discount	20% discount	25% discount
FULL WRAP	Unit discount	1 period	3 periods	6 periods	9 periods	Annua
1	0%	\$2,400	\$2,160	\$2,040	\$1,920	
2-3	10%	\$2,160	Ş1,944	Ş1,836	\$1,728	Ş1,620
4-5	15%	\$2,040	Ş1,836	Ş1,734	Ş1,632	Ş1,530
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
PARTIAL WRAP		\$1,000				
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	
8+	25%	\$900	\$810	\$765	\$720	
HALF WRAP		\$900	+	Ţ. •••	+	+
	0%	\$1,100	\$990	\$935	\$880	\$825
	10%		\$891	\$842	\$792	\$743
2-3	15%	\$990	\$842	\$795	\$732	\$701
4-5	20%	\$935	\$792	\$748	\$748	\$660
6-7	25%	\$880	\$792	\$748	\$660	
8+	25%	\$825	\$743	\$701	\$660	\$619
KING KONG			<u> </u>	<b>A</b> = <b>0</b> 0		<u> </u>
1-3	0%	\$850	\$765	\$723	\$680	\$638
4-6	10%	\$765	\$689	\$650	\$612	\$574
7-9	15%	\$723	Ş650	Ş614	\$578	\$542
10-12	20%	\$680	Ş612	Ş578	Ş544	Ş510
13+	25%	\$638	\$574	\$542	\$510	\$478
MINI KING KONG						
1-3	0%	\$575	\$518	\$489	\$460	\$431
4-6	10%	\$518	\$466	Ş440	\$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
	2570	\$431	<b>Ş</b> 300	<i>Ş</i> 307	Ç-UÇ	<i>Ş</i> 525
KONG	0%	6205	\$356	\$336	\$316	\$296
1-5	10%	\$395	\$330	\$302	\$284	\$250
6-10	15%	\$356	\$320	\$285	\$269	
11-15	20%	\$336	\$302	\$265	\$209	
16-20		\$316				\$237
21+	25%	\$296	\$267	\$252	\$237	\$222
	30%	\$277	\$249	\$235	\$221	\$207
FULL BACK						
1-5	0%	\$275	\$248	\$234	\$220	\$206
6-10	10%	\$248	\$223	\$210	\$198	
11-15	15%	\$234	Ş210	Ş199	Ş187	\$175
16-20	20%	\$220	Ş198	Ş187	Ş176	
21+	25%	\$206	\$186	\$175	\$165	\$155
	30%	\$193	\$173	\$164	\$154	\$144
KING W/ HEADER		¢ 100	\$0	Ş0	\$0	\$0
1-5	0%	\$275	\$248	\$234	\$220	
6-10	10%	\$248	\$223	\$210	\$198	
11-15	15%	\$234	\$210	\$199	\$187	\$175
16-20	20%	\$234	\$198	\$187	\$176	
	25%	\$206	\$190 \$186	\$107 \$175	\$178 \$165	
21+	30%		ş173	\$164	\$154	
Ad Type	5070	\$193 <b>0% discount</b>	5% discount	10% discount	15% discount	20% discount
		1 period	3 periods	6 periods	9 periods	
KING	0%		\$228	\$216	\$204	\$192
1-6	5%	\$240			\$204 \$194	
7-14		\$228	\$217 \$205	\$205		
15-21	10%	\$216	\$205	\$194	\$184	
21-28	15%	\$204	\$194	\$184	\$173	\$163
29+	20%	\$192	\$182	\$173	\$163	\$154
	25%	\$180	Ş1 <b>7</b> 1	Ş162	Ş153	
	30%	\$168	Ş160	Ş151	Ş143	Ş134
TAIL						
1-6	0%	\$200	\$190	\$180	\$170	\$160
7-14	5%	\$190	\$181	\$171	\$162	\$152
15-21	10%	\$190	\$171	\$162	\$153	\$144
	15%	\$170	\$162	\$153	\$145	
21-28		21/0				
21-28 29+	20%	¢160	\$152	S144	S136	5120
21-28 29+	20% 25%	\$160 \$150	\$152 \$143	\$144 \$135	\$136 \$128	

# Production Rates (DRAFT VERSION 1)

FULL PRODUCTIO	ON - 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			

INSTALLATIC	ON & 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 addit	ional 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**

			Installation &
		Can I provide Metro with Multiple Design	Removal
# Units	Total Production Cost	Layouts for Printing?	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

At 50 Units, 2creative layouts:	ADD \$100	
At 50 Units, 3 creative layouts:	ADD \$150	
At 100 Units, 3 creatiave layouts:	ADD \$100	
At 100 Units, 4 creatiave layouts:	ADD \$150	

### **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-PROI         Ad Type       U         FULL WRAP       U         1       2-3         4-5       6-7         8+       PARTIAL WRAP         1       2-3         4-5       6-7         8+       PARTIAL WRAP         1       2-3         4-5       6-7         8+       HALF WRAP         1       2-3         4-5       6-7         8+       HALF WRAP         1       2-3         4-5       6-7         8+       NING KONG         1-3       4-6         7-9       10-12         13+       MINI KING KONG         1-3       4-6         7-9       10-12         13+       MINI KING KONG         1-3       4-6         7-9       10-12         13+       KONG         1-5       6-10         11-15       16-20         21+       74         FULL BACK       74         1-5       75         6-10       70         11-15       16-20         21+	0%           Jnit discount           0%           10%           15%           20%           25%           0%           10%           20%           25%           0%           10%           15%           20%           25%           0%           10%           15%           20%           25%           0%           10%           15%           20%           25%           0%           10%           15%           20%           25%           0%           10%           15%           20%           25%           0%           10%           15%           20%           25%           0%           10%           15%           20%           15%           20%		10% discount           3 periods           \$1,728           \$1,728           \$1,555           \$1,469           \$1,521           \$1,521           \$1,521           \$1,521           \$1,521           \$1,521           \$1,521           \$1,521           \$1,521           \$1,521           \$1,521           \$1,296           \$864           \$778           \$864           \$778           \$691           \$648           \$792           \$713           \$6634           \$594           \$612           \$551           \$520           \$400           \$459           \$444           \$373           \$352           \$331           \$311           \$284           \$256           \$242	15% discount 6 periods \$1,632 \$1,469 \$1,387 \$1,436 \$1,224 \$1,224 \$1,224 \$1,224 \$1,224 \$5,734 \$694 \$694 \$653 \$653 \$612 \$561 \$578 \$561 \$558 \$558 \$5561 \$5578 \$550 \$5578 \$5520 \$491 \$462 \$434 \$434 \$432 \$332 \$332 \$332 \$332 \$332 \$332 \$332	20% discount 9 periods \$1,536 \$1,382 \$1,306 \$1,352 \$1,152 \$768 \$691 \$653 \$614 \$576 \$704 \$634 \$5576 \$704 \$634 \$558 \$528 \$563 \$528 \$544 \$490 \$462 \$445 \$445 \$408 \$408 \$331 \$313 \$294 \$276	25% discount Annual \$1,440 \$1,296 \$1,224 \$1,267 \$1,080 \$720 \$648 \$612 \$576 \$576 \$5540 \$5540 \$5540 \$5540 \$5540 \$5541 \$5584 \$5561 \$528 \$495 \$293 \$276 \$2237 \$213 \$201
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4-5         6-7         8+         HALF WRAP         1         2-3         4-5         6-7         8+         KING KONG         1-3         4-6         7-9         10-12         13+         MINI KING KONG         1-3         4-6         7-9         10-12         13+         KONG         1-5         6-10         11-15         16-20         21+         FULL BACK         1-5         6-10         11-15         16-20         21+         5         6-10         11-15         16-20         21+         1-5         6-10         11-15         16-20         21+         1-5         6-10         11-15         16-20         21+         1-5         6-10         11-15         16-20	15% 20% 25% 0% 10% 15% 20% 25% 0% 10% 15% 20% 25% 0% 10% 15% 20% 25%	\$816 \$768 \$720 \$880 \$792 \$748 \$704 \$660 \$600 \$600 \$602 \$578 \$544 \$510 \$544 \$510 \$441 \$510 \$441 \$391 \$368 \$345 \$345 \$316 \$284 \$269	\$734 \$691 \$648 \$792 \$713 \$673 \$634 \$594 \$612 \$554 \$520 \$490 \$459 \$459 \$459 \$459 \$459 \$459 \$459 \$459	\$694 \$653 \$612 \$748 \$673 \$673 \$561 \$598 \$551 \$550 \$550 \$491 \$462 \$434 \$434 \$434 \$434 \$3352 \$332 \$332 \$333 \$293 \$293 \$209 \$228	\$653 \$614 \$576 \$704 \$634 \$598 \$563 \$528 \$528 \$544 \$490 \$462 \$435 \$408 \$368 \$331 \$313 \$313 \$294 \$276 \$253 \$228 \$215	\$612 \$576 \$540 \$540 \$594 \$594 \$594 \$528 \$495 \$495 \$495 \$434 \$408 \$383 \$383 \$383 \$383 \$383 \$383 \$383 \$3
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1-5 6-10 11-15 16-20	30%	\$221	\$199	\$188	\$177	\$166
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11-15 16-20	0%	\$220	\$198	\$187	\$176	
16-20	10%	\$198	\$178	\$168	\$158	\$149
	15%	\$187	\$168	Ş159	Ş150	Ş140
21+	20%	\$176	Ş158		Ş141	
	25%	\$165	\$149		\$132	\$124
	30%	\$154	\$139	\$131	\$123	\$116
KING W/ HEADER			\$0		\$0	
1-5	0%	\$220	\$198		\$176	
6-10	10%	\$198	\$178	\$168	\$158	\$149
11-15	15%	\$187	\$168	\$159	\$150	\$140
16-20	20%	\$176	\$158 \$149	\$150 \$140	\$141 \$132	\$132 \$134
21+	25%	\$165	\$149 \$139			\$124 \$116
Ad Type	30%	\$154 <b>0% discount</b>		\$131 <b>10% discount</b>	\$123 15% discount	\$116 <b>20% discount</b>
Ad Type		1 period	5% discount 3 periods	6 periods	9 periods	Annual
KING	0%		\$182	\$173	\$163	\$154
1-6	5%	\$192	\$182	\$173	\$103	
7-14	10%	\$182	\$173	\$104	\$155	\$140
15-21	15%	\$173	\$104	\$156	\$147	\$130
21-28	20%	\$163	\$133		\$139	\$131
29+	20%	\$154	\$140	\$138 \$130	\$131	\$125 \$115
├	30%	\$144	\$137 \$128	\$130 \$121	\$122 \$114	
TAU	3070	\$134	φ120	T T T		
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1-6	5%	\$160 \$152	\$132		\$130	\$128
7-14	10%	\$152 \$144	\$137	\$130	\$125	\$115
15-21	15%		\$137	\$130	\$116	
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	20%	5128			\$105	\$96
<u> </u>	20% 25%	\$120	\$114	\$108		Ç.,

### Metro Transit Rate Discounts (DRAFT VERSION 1)

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

\*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%

#### 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 aquire less mileage/hours per month than newer buses

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