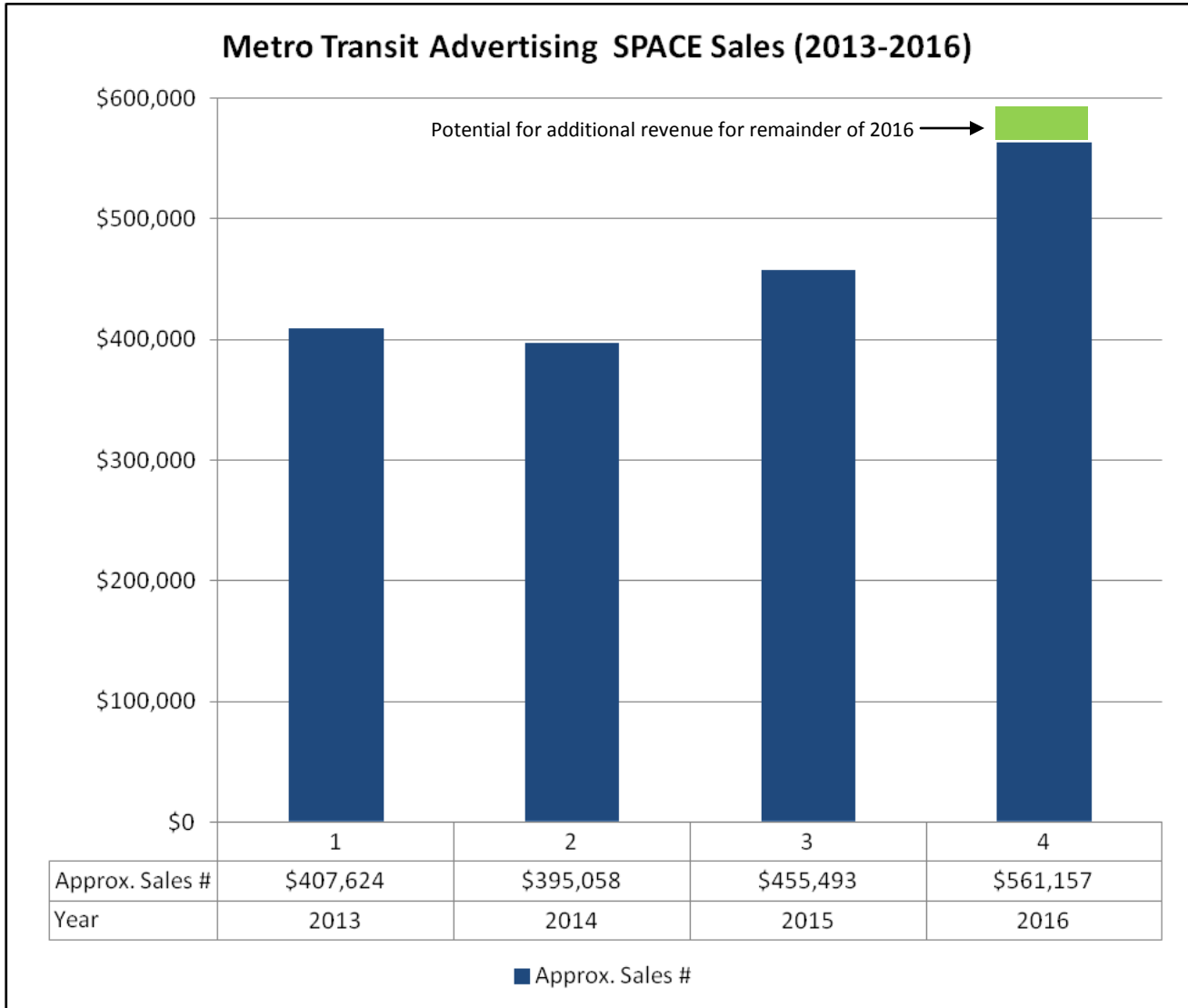




# METRO TRANSIT ADVERTISING

## Summary of Advertising Space Sales Year 1 through 4 (2013 - 2016)

\*(This shows 2016 space sales as of September 2, 2016, so we anticipate a higher year-end #)



**NOTES:**

- The above chart indicates ads sales for 2016 that have been **booked/placed** as of 9/2/16; (so it doesn't illustrate what has just run up to date, but what will run through Dec 2016).
- Also, the marketing department numbers might be tracked differently than how finance accounts for ad sales. As stated above, marketing tracks the ad sales (space) booked for the current year.



# METRO TRANSIT ADVERTISING

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## 2016 SUMMARY (AS OF SEPTEMBER 2<sup>ND</sup>)

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**SPACE SALES:** \$561,157

**PRODUCTION SALES:** \$259,700

Metro Transit maintains a **very** small % of markup on production to make it more affordable for customers. Revenue is generated through actual ad space sales.

**APPROXIMATE # OF ADVERTISERS:** 61 different clients

### OF THE 61 ADVERTISERS:

- Approximately 50% of the (61) advertisers consist of non-profit, City of Madison or UW-related organizations.
  - This included about 14 different UW organizations
  - And City of Madison Departments including:
    - City of Madison Traffic Engineering with an extended campaign for Pedestrian Safety
    - City of Madison Department of Civil Rights
    - City of Madison Human Resources with a recruitment campaign in January
    - City of Madison Community Development: MOST Campaign
    - City of Madison Rideshare that will start a campaign in September.

### **ADDITIONAL HIGHLIGHTS:**

**TRANSITION TO IN-HOUSE:** It has been a smooth transition for clients bringing the ad program in-house. There were no complaints from clients on the transition or the process working with Metro directly. Metro did receive some very positive feedback from a few clients who were happy to now work with Metro directly. Many felt our rates became more affordable and gave smaller businesses an opportunity to take part in the ad program.

**ALCOHOL ADVERTISING:** Complaints from alcohol advertising have gone down significantly to almost none. In 2016 Metro only had (1) alcohol advertiser and they utilized smaller ads. Metro now works directly with clients to better position themselves for success with their alcohol ads in the Madison market. This includes recommending smaller ads, and creative that is more widely accepted. In addition, all alcohol ads are now placed street side, to avoid and curb side passengers that might be school-age.

**TRADE OPPORTUNITIES:** Metro now has additional trade opportunities to extend their marketing budget. That includes additional exposure through TV, radio, web ads and other print pieces. This allows Metro to extend messages further into the community regarding services changes, public input meetings, detours and other important information.

**INTERNAL DEPARTMENTS AT METRO:** With Metro overseeing the sales and also controlling the production and installation process, internal departments are experiencing a much smoother process. Other departments are now taking ownership of the ad program, including help from the financing, marketing and operations departments. Metro works hand-in-hand with the Maintenance Supervisor and Metro Shop to schedule all installs and removal, and they are an essential piece of the puzzle, including working with our production and install vendor, Monarch.



# METRO TRANSIT ADVERTISING

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## Positive Feedback from Clients:

The UW-Madison Police Department has been working with Metro Transit for years, specifically to help increase awareness for our various sexual assault campaigns. Metro is always quick to respond to questions and honestly couldn't be easier to work with. And our bus ads are making a difference -- to the point where people even take photos of the ads and share them on social media. We're very happy with the results we've seen, and can't thank Metro enough for their attention to detail and fantastic customer service.

Marc Loviccott, Director of Communications, University of Wisconsin-Madison Police Department

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The new campaign for First Choice Dental has been an especially good experience. I sought out Transit to assist in finding a delivery channel to reach people that lived and worked downtown. Business is up at both locations and I am confident that the visibility I achieved using Transit is making the difference. In addition, I appreciate Peg's expertise and attention to detail. Overall, I've been delighted with Metro Transit advertising."

Jt Covelli, Jt Covelli Marketing & Media Resources, Inc.

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Thank you SOOOO much for all your expedient assistance, Peg! I really appreciate everything you've done, and how quickly you were able to make this happen. I'll definitely be back for future advertisement needs.

-Kendra

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Thank you so much, Peg. I really appreciate all the work you've put in to help us get these ads up and running. I'm excited to see how they pan out!

-Neda

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This is so exciting! Also, I want to tell you how great it has been working with you. It's truly been a pleasure and we look forward to continuing to work with you.

-Lisa

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I am happy with the campaign and loved seeing the banners on the buses throughout the city! This is the first time we have explored advertising locally. The review of the advertising campaign was very positive we had an outstanding summer, showing large growth!

-Mark

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