

Metro Transit - Full Wrap Advertising

As part of 2017 operating budget, there was an amendment directing the Transit and Parking Commission to examine the possibility of boosting advertising revenue by increasing the number of full wraps allowed on buses per year.

Since 2008, 20 full wraps have been allowed on buses each year.

Each full wrap bus generates approximately \$1,800/month.

2016 Ad Revenue

- Total revenue: \$581,000
- Full wrap revenue: \$217,000 (37% of total)
- Average full wrap contract length: 5 months
- Average number wraps on buses per month: 9

Increasing Revenue

Due to most full wrap contracts being for less than a year, it's difficult to determine how much revenue additional wraps will generate.

We've estimated that an additional 5 wraps sold for one-year contracts would generate approximately \$50,000. Though, we don't sell many full wraps for one-year contracts.

What we do see are several short-term full wrap contracts during the fourth quarter to health insurance providers.