



Legislation Text

File #: 27241, Version: 1

The position of Transit Advertising Sales Associate has been created at Metro Transit in order to market and manage the bus advertising program that will be moving in-house beginning in 2013. The contracts generated through this program will be non-renewing contracts for specific transit advertising. The expectation is that as the program grows, it will increase Metro's advertising revenue. Contract advertising rates will be based on Metro Transit's established rate card, developed by the Marketing Unit and approved by the Transit and Parking Commission, at the time the ad is purchased.

Authorizing the Metro Transit General Manager to enter into agreements with businesses and organizations for transit advertising.

The structure of a shared-revenue formula with a third party advertising vendor effectively limits Metro Transit's advertising revenue. Metro proposed taking the transit advertising program in-house, and that program was recently approved (Legistar file #25574). Metro Transit will hire a Transit Advertising Sales Associate (Legistar file #26612) in order to sell ads, work with vendors and process contracts.

There will be a large volume of contracts, and Metro Transit would like to streamline this process as much as possible to help make the program efficient. Contracts will be between 4 and 52 weeks depending on what the advertiser purchases and will encompass all transit advertising including but not limited to interior cards, panel ads, full and partial wraps, and print ads in the Ride Guide, system map and on transfers.

WHEREAS Metro Transit is taking its transit advertising program in-house as approved by the Common Council and the Transit and Parking Commission; and

WHEREAS contract advertising rates will be based on Metro Transit's established rate card, developed by the Metro Transit Marketing Unit and the Metro Transit General Manager and approved by the Transit and Parking Commission, at the time the ad is purchased.

WHEREAS the position of Transit Advertising Sales Associate has been created at Metro in order to market and manage the in-house transit advertising program; and

WHEREAS this program is in keeping with the recommendation of the Long Range Metro Transit Planning Ad Hoc Committee's final report to look for ways to increase the Marketing Unit budget;

NOW THEREFORE BE IT RESOLVED that the Metro Transit General Manager is authorized to enter into agreements with businesses and organizations for the purpose of transit advertising including but not limited to the exterior and interior of buses, in the Ride Guide, system map and on transfers. Such agreements, which must be in a form approved by the City Attorney and Risk Manager, shall list specific dollar amounts based on the Metro Transit rate card at the time the ad is sold and specific terms between 4 and 52 weeks.