

Revenue Generating Contracts: Bus & Rail Advertising

June 21, 2007

Overview

- **5-year firm, fixed-price contracts**
- **Bus**
 - \$122,600,000 total revenue
 - \$20 mil in CY08, rising to \$29.1 mil in CY12
- **Rail**
 - \$11,600,000 total revenue
 - \$2 mil in CY08, rising to \$2.7 mil in CY12
- **All ads must meet Metro's content guidelines**

Five-year totals

- **Bus**

- Exterior \$ 106
- Interior \$ 1.2
- Tails \$ 3
- Wraps \$ 12.3

- **Rail**

- Exterior \$ 2.5
- Interior \$ 2.7
- Stations \$ 3.7
- Wraps \$ 2.7

(\$ in millions)

Contract Comparison

- **Bus**

- Last \$ 76.5
- New \$ 122.6
- Increase \$ 46.1

- **Rail**

- Last NA
- New \$ 11.6
- Increase \$ 11.6

Average Annual Increase: \$11.5

(\$ in millions)

Standard Exterior Ads: \$106,049,000



Standard Interior Ads: \$1,226,000



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Enhanced Tail Ads: \$3,065,000



Exterior Wrapped Ads: \$12,260,000



Metro

Standard Rail Car Ads: \$2,494,000



Wrapped Rail Car Ads: \$2,668,000



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Station Prominence Displays: \$3,712,000



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Station Cases & Int. Frames: \$2,726,000



Summary

- **Bus: +48% (\$46.1 mil) over previous contract**
- **Rail: New revenue stream**
- **Total average annual revenue: \$26.8 mil**
 - **+75% over previous annual average (\$15.3 mil)**
- **Contracts takes effect January 1, 2008**