

To: MP&L Committee

Date: November 29, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By: *AMB*

**SUBJECT: INTERIOR ADVERTISING PROPOSAL**

**SUMMARY OF ISSUES:**

At the American Public Transit Association (APTA) conference in New Orleans, a CCCTA Board member was interested in an advertising product displayed by High 5 Advertising. It was suggested that staff research this potential advertising revenue opportunity.

High 5 Advertising produces advertising handles that affix to the horizontal metal bars on the inside of the buses. Each handle has a clear acrylic rectangle on each side to display advertising messages. The handles are equipped with a Kevlar strap that can withstand up to 1,300 pounds of pressure. Currently High 5 Advertising clients consist only of college transportation systems in Montana, Kentucky, Alabama, Mississippi, Louisiana, Texas, and South Florida.

Lamar Transit is willing to add this product to their existing inventory of advertising formats, but is not prepared to project revenue generation due to the amount of unsold interior space currently available. Most advertisers are interested in exterior advertising because the message is viewed by a much greater percentage of the population. If CCCTA elects to explore this option Lamar representatives recommend that we install handles in twenty five percent of the active fleet (30 buses) to maximize the number impressions.

In speaking with other staff members, there are several things to consider. First, all County Connection buses are already outfitted with between four and six of the subway style handles that fold inward when not in use. These are all placed in the front of the bus. The High 5 Advertising handles are free hanging products that could potentially interfere with passengers getting into and out of the seats. These would need to be installed in the middle and rear sections of the bus and could become an easy target for vandalism.

**FINANCIAL IMPLICATION:**

The cost of each advertising handle is \$30. If we were to install six handles on 30 buses, the cost would be \$5400.

**STAFF RECOMMENDATION:**

Staff is not making a recommendation at this time, but wishes to discuss this with the MP&L Committee to determine if it warrants further investigation.