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# City of Minot

**TO:** Mayor Chuck Barney  
**FROM:** Dan Jonasson, Director of Public Works  
**DATE:** 12/19/2017  
**SUBJECT:** Request Increase of Bus Advertising Rates

## I. RECOMMENDED ACTION

We are requesting that council approve the proposed increase in rates for advertising on

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Minot City Transit vehicles. The current and proposed rates are attached for review.

## II. DEPARTMENT CONTACT PERSONS

Dan Jonasson, Director of Public Works	857-4112
Jason Sorenson, Assistant Director of Public Works	857-4768
Brian Horinka, Vehicle Maint. /Bus Superintendent	857-4149

## III. DESCRIPTION

### A. Background

The current advertising rates were put into place when Minot City Transit buses were operating 8 hours a day Monday through Friday. The new transit routes and hours implemented in 2016 now provide service 12 hours a day Monday through Friday. With the increase in operating hours, advertisers are now getting 50% more exposure to their ads than they were when the current rates were approved. We are requesting a modest 30% increase in rates for the additional advertising exposure now provided.

## IV. IMPACT:

### A. Strategic Impact:

N/A

### B. Service/Delivery Impact:

N/A

### C. Fiscal Impact:

Currently if all the advertising space on transit buses is sold it creates \$21,600.00 in revenue for the city annually. If the proposed rate increase is approved it will increase the revenue to the city by 30% to \$28,080.00 annually.

## V. ALTERNATIVES

N/A

## VI. TIME CONSTRAINTS

Council's approval of the proposed advertising rate increases will allow any new advertising contracts entered into beginning in 2018 to reflect the new rates.

**VII. LIST OF ATTACHMENTS**

- A. *Current Transit Advertising Rates*
- B. *Proposed Transit Advertising Rates*

# CURRENT MINOT CITY TRANSIT

## BUS ADVERTISING RATES

### Eldorado Transit Bus

Full side wraps \$500.00/month

This includes both sides of the bus

This option requires a one-year commitment

Approximately 8'5" x 25'6" per side

Rear of bus \$100.00/month

Approximately 13" x 70"

Single side window on bus

21" x 42" window (4 available per bus) \$50.00/month

30" x 52" window (5 available per bus) \$60.00/month

Single side under windows between wheel wells \$125.00/per month

Approximately 36" x 124"

### Dodge Entervan

Single side window on van \$50.00/per month

Sliding door windows approximately 19" x 35"

Rear side window approximately 18" x 37"

**PROPOSED 2018**  
**MINOT CITY TRANSIT**  
**BUS ADVERTISING RATES**

Eldorado Transit Bus

Full side wraps \$650.00/month

This includes both sides of the bus

This option requires a one-year commitment

Approximately 8'5" x 25'6" per side

Rear of bus \$130.00/month

Approximately 13" x 70"

Single side window on bus

21" x 42" window (4 available per bus) \$65.00/month

30" x 52" window (5 available per bus) \$75.00/month

Single side under windows between wheel wells \$160.00/per month

Approximately 36" x 124"

Dodge Entervan

Single side window on van \$65.00/per month

Sliding door windows approximately 19" x 35"

Rear side window approximately 18" x 37"