

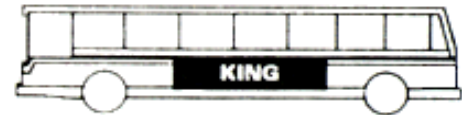


Santa Cruz METRO Bus Advertising Rates

(effective August 1, 2008)

King Size Displays 30" x 144"

BUS ADVERTISING RATES PER MONTH



Showing	# of Buses	1 Month	3 Months	6 Months	12 Months
#100	80	\$28,000	\$26,400	\$25,200	\$23,760
#50	40	\$14,000	\$13,200	\$12,600	\$11,880
#25	20	\$ 7,000	\$ 6,600	\$ 6,300	\$ 5,940
Per Unit	1	\$ 350	\$ 330	\$ 315	\$ 297

Queen Size Displays 30" x 88"

BUS ADVERTISING RATES PER MONTH



Showing	# of Buses	1 Month	3 Months	6 Months	12 Months
#100	80	\$19,360	\$15,120	\$12,160	\$10,080
#50	40	\$ 9,680	\$ 7,560	\$ 6,080	\$ 5,040
#25	20	\$ 4,840	\$ 3,780	\$ 3,040	\$ 2,520
Per Unit	1	\$ 242	\$ 189	\$ 152	\$ 126

Tail Displays 21" x 72"

BUS ADVERTISING RATES PER MONTH



Showing	# of Buses	1 Month	3 Months	6 Months	12 Months
#100	80	\$18,960	\$14,400	\$11,600	\$9,760
#50	40	\$9,480	\$7,200	\$5,800	\$4,880
#25	20	\$4,740	\$3,600	\$2,900	\$2,440
Per Unit	1	\$ 237	\$ 180	\$ 145	\$ 122

MOUNTING COSTS

King	\$75 per sign
Queen	\$50 per sign
Tail	\$35 per sign