

## Exhibit A—Transit Advertising Rates

### Rear Advertising Space on Fixed-Route and Paratransit Fleets

The Transit Division will sell ads on the rear of vehicles with the largest advertising space (model years 2011-2018) at a rate of \$500 per month. These vehicles feature a 64-inch by 28-inch advertising space, for a total of 12.44 square feet of ad space per vehicle. This equates to a rate of approximately \$40.19 per square foot of advertising space per month.

For other fleet vehicles with smaller advertising spaces on the rear of vehicles, including paratransit vehicles, the Transit Division will apply the \$40.19 per square foot cost to calculate monthly advertising rates based on the size of the available ad space.

For the fixed-route fleet, anticipated monthly costs for ad space of the rear of vehicles based on \$40.19 per square foot are as follows:

<b>Model Year</b>	<b>Rear Ad Space (sq. ft.)</b>	<b>Monthly cost</b>	<b>Cost per sq. ft.</b>
2002 (5 buses)	10.11	\$406	\$40.19
2008 (3 buses)	3.56	\$143	\$40.19
2011 (7 buses)	12.44	\$500	\$40.19
2014 (6 buses)	12.44	\$500	\$40.19
2016 (4 buses)	12.44	\$500	\$40.19
2018 (4 buses)	12.44	\$500	\$40.19

These monthly costs are subject to adjustment if available ad space varies from the dimensions listed above once hardware is installed. All costs will be calculated at the \$40.19/square foot rate.