

RFP No. PS41099 – System Advertising Financial Summary

Best and Final Offer (BAFO)

Financial Comparison – Revenues & Capital Investments

BUS REVENUES		
	INTERSECTION	OUTFRONT
Minimum Annual Guarantee (MAG)	\$241,690,525	\$262,250,000
Additional Revenue Share (subject to actual gross receipts)	\$51,303,970	\$19,281,765
Est. Metro share	\$292,994,495	\$281,531,765

RAIL REVENUES		
	INTERSECTION	OUTFRONT
Minimum Annual Guarantee (MAG)	\$42,902,214	\$47,750,000
Additional Revenue Share (subject to actual gross receipts)	\$183,508,473	\$17,318,235
Est. Metro share	\$226,410,687	\$65,068,235

CAPITAL INVESTMENTS	
INTERSECTION	OUTFRONT
\$19,750,000	\$22,650,000
754 Customer Info Panels (interactive)	735 Digital advertising displays
57 LinkLA units (interactive)	400 ON Smart Liveboards (interactive)
10 Station activations (interactive)	25 PALO kiosks (interactive)
Optional Expansion	
\$12,500,000	
143 LinkLA units (interactive)	

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Agency Cost Savings

Estimated Cost Savings – 10% Ad Usage

ADVERTISING COSTS SHEET (PRODUCTION & MEDIA SPACE)			
ITEM	2016 ANNUAL SALES (ACTUALS)	PRODUCTION UNIT COST	MEDIA SPACE UNIT COST
Rail Full Wraps	148	\$13,500	\$5,500
Bus Full Wraps	121	\$9,000	\$5,500
Bus Supra King Wraps	n/a	\$1,500	\$5,000
Rail Kings	7,620	\$30	\$450
Bus Kings	44,016	\$30	\$450
Bus Tail Kings	n/a		\$225
Bus Tail Wraps	n/a		\$225

**Production and media space unit cost provided by Outfront Media*

METRO 10% AD USAGE (PRODUCTION & MEDIA SPACE COSTS)			
ITEM	10% METRO ALLOTMENT	PRODUCTION TOTAL COST	MEDIA SPACE TOTAL COST
Rail Full Wraps	14	\$202,500	\$82,500
Bus Full Wraps	12	\$108,000	\$66,000
Bus Supra King Wraps			
Rail Kings	762	\$22,860	\$342,900
Bus Kings	4,401	\$132,030	\$1,980,450
Bus Tail Kings			
Bus Tail Wraps			
Totals		\$465,390	\$2,471,850
		GRAND TOTAL	\$2,937,240

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Contract Comparison

Current Contracts vs New Contracts

	CURRENT CONTRACTS	NEW CONTRACTS
Bus Revenue	\$104,250,000	\$262,250,000
Bikes Racks (additional) *	\$136,063	<i>included above</i>
Additional Revenue Share	-	\$19,281,765
Rail Revenue	\$5,750,000	\$42,902,214
2-Sheets (additional) *	\$316,058	<i>included above</i>
Additional Revenue Share	-	\$183,508,473
Totals	\$110,452,121	\$507,942,452
	5 Year contract	10 Year contract
	Minimum annual guarantee (MAG) only	Revenue share + MAG

*Does not include Additional Revenues for 2017