



ATTACHMENT "F"

PSA/Non-Profit Transit Bench Campaign

Thank you for your interest in our bus bench advertising. Once you are authorized by the City of Los Angeles to utilize the bus bench program, we will be glad to assist you to ensure the success of your campaign.

We offer bus bench advertising panels on a space available basis. We can provide you with a typical list of benches in your target area, but these are not guaranteed locations and no sites can be held for the future.

The only cost that is required is the production and design cost. All design (if applicable) and production charges are to be paid in advance before design and/or production begin. Below is the pricing structure for those costs:

Production Costs (Per Design)

<u># of Prints</u>	<u>Cost Per Print</u>
1-2	\$125
3-5	\$100
6-9	\$75
10+	\$60

Designs: Only 1 design for every 10 benches is allowed without incurring additional charges.

Design Cost: \$100 for basic design (2 changes only to design). Advertiser must supply high resolution logos and images (when applicable).

