
Advertising Rate Card Examples

1. Standard Poster Panels

SIZE	UNILL. PANELS	ILLUM. PANELS	TOTAL PANELS	SPACE COST PER MONTH
* 100	10	50	60	\$29,899
95	10	48	58	\$28,861
90	9	45	54	\$27,105
85	9	43	52	\$25,871
80	8	40	48	\$23,919
75	8	38	46	\$22,881
70	7	35	42	\$21,112
65	7	33	40	\$20,066
60	6	30	36	\$18,096
55	6	28	34	\$17,050
50	5	25	30	\$15,080
45	5	23	28	\$14,175
40	4	20	24	\$12,186
35	4	18	22	\$11,129
30	3	15	18	\$9,140
25	3	13	16	\$8,092
20	2	10	12	\$6,093
15	2	8	10	\$5,036
10	1	5	6	\$3,047

2. 8-Sheet Posters

San Francisco/Oakland
Population: 1,200,000

GRP'S	Panels	Daily Circulation	Monthly Rate
SHOWING			
*100	150	1,200,000	\$13,500.00
75	113	900,000	\$10,080.00
50	75	600,000	\$6,750.00
25	38	300,000	\$3,420.00

3. Rotating Bulletins

MARKET OR PLAN
Painted Bulletin Monthly Rate

San Francisco Bay Area Plan (Includes inter-city rotation between San Francisco, Oakland-East Bay and San Jose Markets)	\$2110.00
San Francisco Metropolitan Market	\$2110.00
Oakland-East Bay Metropolitan Market	\$2110.00
San Jose Metropolitan Market	\$2110.00
Sacramento Metropolitan Market	\$1775.00

SHOWINGS

Advertising on poster panels, both standard and 8-sheet, are usually sold by showings, which include various numbers of sign panels. The showing number indicates the amount of advertising coverage an advertising campaign can be expected to receive. Example No. 1 illustrates showings from 10 to 100 at the left side of the rate card, under "size." Example No. 2 illustrates showings from 25-100 at the left side of the rate care under "GRP'S" (Gross Rating Points, daily).

* One hundred (100) showings are to be used to determine the advertising rate per sign panel.

ADVERTISING RATE DETERMINATIONS

Type	Process	Example
<p>Standard Poster Panels</p>	<p>Advertising rates for illuminated poster panels are higher than rates for unilluminated panels. This difference must be recognized in site rental rates. However, rate cards do not usually indicate amounts for illuminated or unilluminated panels (see Example #1).</p> <p>Therefore, advertising rates should be determined as follows:</p> <p>1. Advertising rates for illuminated and unilluminated sign panels should be requested from the advertising company when the rate card is obtained.</p> <p>2. If the company will not provide this breakdown, the rates should be determined as follows:</p> <p>Divide the space cost per month by the total PANELS in the 100 SHOWING (SIZE column). This will give you the average sign panel rate per month. Then:</p> <p>- average sign panel rate per month x 0.80 = unilluminated advertising rate per month. - average sign panel rate per month x 1.04 = illuminated advertising rate per month.</p> <p>This will provide a typical breakdown for illuminated vs. unilluminated signs.</p>	<p>(Refer to No. 1)</p> <p>Key</p> <p>(1) Total advertising cost per month for the 100 showing (2) Total panels in the 100 showing (3) Average sign panel advertising rate per month.</p> <p>(1) \$29,899 ÷ (2) 60 = (3) \$498.32</p> <p><i>Unilluminated Advertising Rate</i></p> <p>(A) Average sign panel rate per month x 0.80 = (B) Unilluminated Advertising Rate (A) \$498.32 x 0.80 = (B) \$398.65</p> <p><i>Illuminated Advertising Rate</i></p> <p>(A) Average sign panel rate per month x 1.04 = (B) Illuminated Advertising Rate (A) \$498.21 x 1.04 = (B) \$518.25</p> <p>Once the advertising rate has been determined (illuminated or unilluminated), then the site rental rate may be determined.</p> <p>Key</p> <p>(A) Unilluminated advertising rate per sign panel (B) Unilluminated site rental rate per month (C) Illuminated advertising rate per sign panel (D) Illuminated site rental rate per month.</p> <p><i>Site Rental Rates</i></p> <p>Unilluminated sign: (A) \$398.65 x 15% = (B) \$59.80 rounded to \$60/month Illuminated sign: (C) \$518.25 x 15% = (D) \$77.74 rounded to \$78/month</p>

ADVERTISING RATE DETERMINATIONS

Type	Process	Example
8-Sheet Poster Panels	Divide the monthly advertising rate by the number of sign PANELS in the 100 showing (GRP's) column (Example #2) to get the monthly advertising rate per sign face. Then - Monthly Advertising Rate x 15% = Monthly Site Rental Rate.	Key (1) Total monthly advertising rate (2) Number of sign panels in the 100 SHOWING (GRPS column) (3) Monthly advertising rate per sign face (4) Site rental rate per month. Advertising Rate figures from Example #2 (1) \$13,500 ÷ (2) 150 = (3) 90 x 15% = (4) \$13,500/month
Urban "Rotates"	Monthly Advertising Rate x 16.67% = Monthly Site Rental Rate	(Refer to #3, Rotating Bulletins) Monthly Rate x Schedule % = Monthly Rental Rate \$2,110 x 16.67% = \$351.74 Rounded \$352/month
Painted Bulletins	Advertising rates on painted bulletins are not normally published. A determined effort should be made to obtain the monthly cost of advertising on each sign. These rates may be obtained from the Outdoor Advertising Company. However, if the company will not divulge the advertising rate, it may be obtained for the advertiser. Once this rate has been determined and confirmed, site rental rates will be set at 15 percent of the rate without adjustment for discounts or vacancy factor. In cases where the monthly rental for advertising cannot be determined, it can be estimated based upon knowledge of advertising rates for similarly located billboards of the same size and the site rental rates will be 15 percent of the estimate. If a billboard has not contained advertising, the estimate should be made as if the billboard were used. If the owner complains about paying rent on a vacant billboard, consideration should be given to its removal from the site.	