
| | <u>Per Advertising Face</u> |
|-----------------------|-----------------------------|
| Standard Poster Panel | 15% of Advertising Rate |
| 8 Sheet Poster Panel | 15% of Advertising Rate |
| Painted Bulletin | 15% of Advertising Rate |
| Urban "Rotate" | 16.67% of Advertising Rate |

Definitions

Standard Poster Panel

A structure built on one or more posts embedded in the ground or attached to the wall of a building which is designed to support a flat surface of 300 square feet upon which printed advertising or other messages occupying about 200 square feet of advertising surface are pasted to the panel.

8 Sheet Poster Panel

Similar to a standard poster panel in that the advertising messages are pasted to the panel. However, they are much smaller in size, the normal dimensions being approximately 6' x 12'.

Painted Bulletin

A structure built on one or more posts embedded into the ground or attached to the wall or roof of a building, which is designed to support one or more flat surfaces upon which at least one advertising or other message is painted in whole or substantial part.

Urban "Rotate"

Painted bulletins which always have full illumination and the advertising facing sections are in modular form, designed and constructed to be moved from one structure to another on a periodic basis. The standard size is 14' x 48', but they are often larger and may have special embellishment features, such as cutouts, special lighting effects, freestanding letters, neon and space extensions to cover the advertisement of a specific product. The structures are usually steel and always have two back decks designed and constructed to State and local safety standards so that working crews can have easy and safe access to the back of the facing sections during the rotation process. They are generally found in urban areas in more desirable locations at points of maximum advertising exposure. Their advertising message is most often of a national product or of regional interest.
