Templeton Marketing Services

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ALBUQUERQUE 2006
TRANSIT ADVERTISING RATE CARD

- High impact, high frequency advertising that can saturate a market quickly
- Provides the lowest cost per thousand compared to any other medium

SEASONAL SPECIALS
BUY 5 & GET ONE FREE

December 1 - March 30 • June 1 - August 31

All seasonal specials are good only when signs are posted during above dates

GENERAL TERMS

- Commissions paid to recognized agencies and 3rd party or in-house media buyers
- Rates include posting of signs onto buses
- Non-profit discounts available
- Production costs extra - Templeton Marketing will provide quotes

MARKET COVERAGE DATA

METRO POPULATION	522,000
TOTAL # OF BUSES	123 (incl. 40 CNG buses)
HOURS OF OPERATION	6:00 am - 8:30 pm Mon - Sat

AREA SERVED

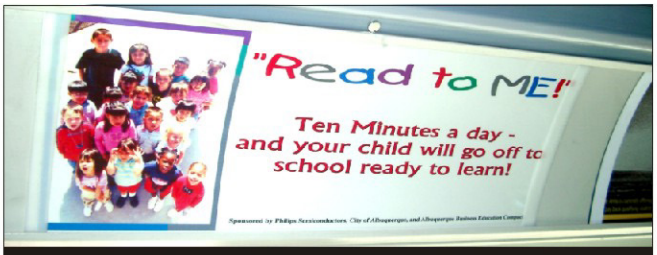
Albuquerque city limits, Kirtland AFB, Sandia Labs, University of New Mexico, TVI, Sunport International Airport, all residential neighborhoods, I-40, I-25, Downtown, Old Town, Nob Hill, Central Ave., Coronado Mall, Winrock Mall, Cottonwood Mall, Albuquerque Museum, Zoo, NM Museum of Natural History, Botanic Garden, and State Fair Park & Ride.

KING DISPLAY 30" X 144"

QUEEN DISPLAY 30" x 88"

TAIL LIGHT DISPLAY 21" x 72"

NEW TAIL DISPLAY 17" X 48"



INTERIOR DISPLAY 11" X 28"

TYPE	BOARD SIZE	1 MONTH	3-6 MONTHS	7-12 MONTHS	10-29 BOARDS	30+ BOARDS	SHOWING	# OF UNITS
KING SIZE displays	30" x 144"	$192/month	5% discount	10% discount	10% discount	15% discount	100 75 50 25	52 42 32 18
QUEEN SIZE displays	30" x 88"	$146/month	5% discount	10% discount	10% discount	15% discount	100 75 50 25	60 45 30 20
TAIL LIGHT displays	21" x 72"	$168/month	5% discount	10% discount	10% discount	15% discount	100 75 50 25	60 45 30 20
NEW TAIL displays	17" x 48"	$138/month	5% discount	10% discount	10% discount	15% discount	75 50 25	40 30 20
INTERIOR displays	11" x 28"	$9/month	5% discount	10% discount	N/A	10% discount	Combinations of discounts allowed if applicable	