



RFP Response

REGIONAL TRANSIT AUTHORITY
EXCLUSIVE ADVERTISEMENT RIGHTS
REQUEST FOR PROPOSALS (RFP) #2025-004



Regional Transit Authority
2817 Canal Street
New Orleans, LA 70119

Dear Selection Committee,

On behalf of Vector Media, I am pleased to submit our proposal in response to RFP 2025-004 for Exclusive Advertisement Rights with the Regional Transit Authority (RTA).

As RTA's long-standing partner through Vector Media and our predecessor Laurel Outdoor, we have consistently delivered results through our strategic sales approach spanning bus, shelter, streetcar, and ferry advertising programs. Under Dana Pecoraro's local leadership, we continue to exceed expectations as we close another successful contract year.

Vector Media stands as an industry leader in transit advertising, managing over 5,000 transit vehicles across 50 U.S. markets and maintaining partnerships with 35 transit authorities. Our quarter-century of success stems from our singular focus: delivering exceptional results for our transit partners.

Partnership is the cornerstone of our business philosophy. We approach every relationship—whether with clients, vendors, or transit authorities—with accountability, trust, and collaborative spirit. Our proven track record in markets similar to New Orleans, including Tampa (HART), Rhode Island (RIPTA), St. Louis (Bi-State Metro), and Los Angeles (StreetsLA), demonstrates our expertise in managing comprehensive transit advertising portfolios.

As transit advertising evolves through enhanced performance tracking and innovative ad placements, Vector Media remains at the forefront of technological advancement. We're excited to propose a digital network deployment and mobility enhancements to generate new revenue streams while improving RTA's customer experience.

The Proposal details:

- Our 25-year journey and the benefits of being transit-focused
- Our successful track record in New Orleans and comparable markets
- Our experienced team's capabilities and unwavering commitment to RTA
- Our strategic plans for increasing revenues through the deployment of a digital network and other creative formats
- Our partnerships with local DBE and non-DBE subcontractors that we will work with throughout the life of our contract

We look forward to continuing our partnership with RTA and delivering exceptional results for your advertising program.

A stylized, handwritten signature in black ink, appearing to read "CS" or "Silver".

Chad Silver
Chief Executive Officer

EXECUTIVE SUMMARY

The Vector Media Difference

Our proposal offers a comprehensive strategy for maximizing RTA's advertising revenue through a multi-channel sales approach that combines deep local market expertise with the power of our nationwide network. As the current advertising partner for RTA, Jefferson Parish Transit, and St. Bernard Urban Rapid Transit, Vector brings unparalleled familiarity with the New Orleans market and a proven track record of success.

Industry Leadership: With over 30 exclusive transit authority partnerships and transit operations in 50 U.S. markets, Vector maintains one of America's largest transit media networks. Our exclusive focus on transit advertising (representing over 95% of our business) ensures that RTA's assets will be positioned for maximum revenue potential rather than merely packaged alongside other OOH offerings. Our proven sales strategy targeting local, regional, and national advertisers consistently outperforms industry averages.

New Orleans Market Expertise: Our local team, led by Dana Pecoraro and Terrance Ruona, combines over 45 years of advertising experience in the New Orleans market. Their deep relationships in the community and with local advertisers will ensure seamless continuity for existing campaigns while developing new revenue streams through new and innovative formats.

Innovative Digital Solutions: Vector will implement a strategic digital transformation across RTA's system, including the integration of dynamic digital displays and geo-targeted advertising solutions that provide measurable results for advertisers while generating premium revenue for RTA.

Operational Excellence: Our dedicated maintenance and operations team will ensure all advertising displays maintain pristine condition, enhancing both the rider experience and the perception of RTA's vehicles and properties throughout New Orleans.

Community Engagement: Vector will collaborate with RTA to develop strategic cross-promotions that enhance community outreach, support public initiatives, and create opportunities for local non-profit partnerships.



THE VECTOR MEDIA STORY

How we became obsessed with transit advertising

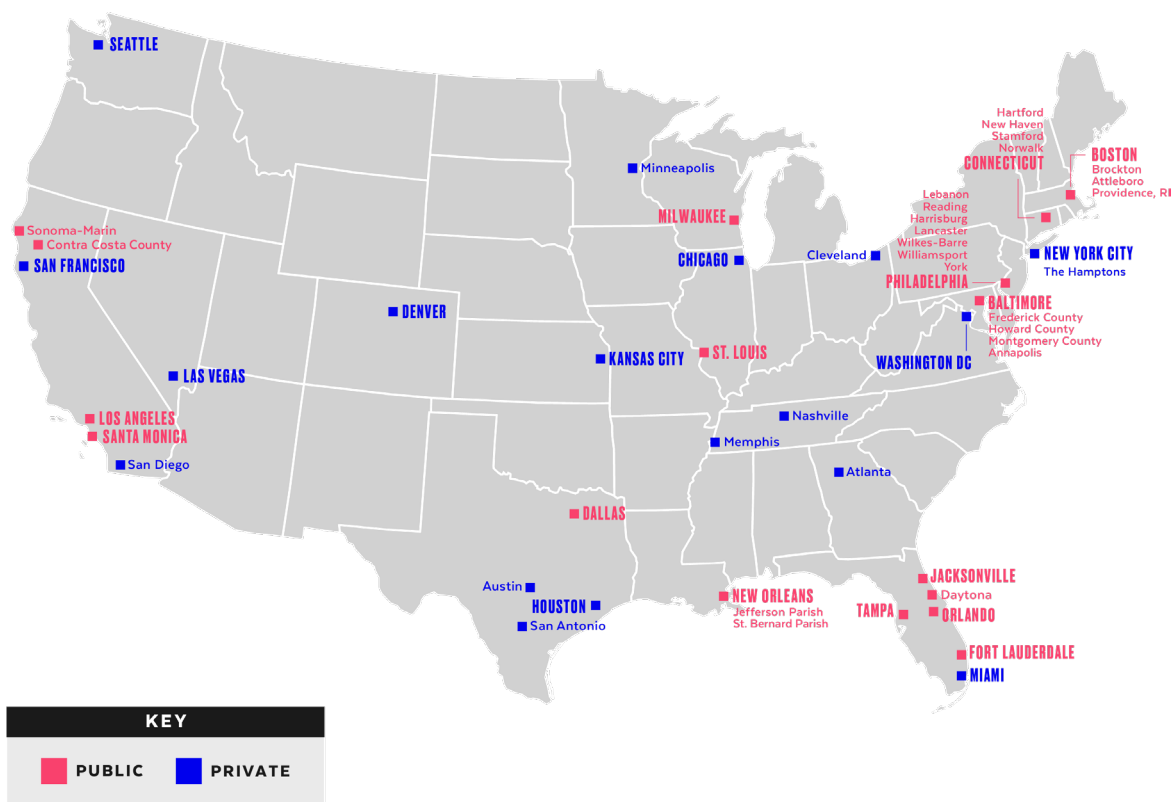
Back in 1998, when Vector Media launched with just four billboards in New York City, we were an outdoor advertising company, but we hadn't yet found our calling. That changed in 2005, when we bid on and were awarded the contract for Las Vegas's transit system. It was at that point that we saw the massive untapped potential of transit advertising and made it our mission to unlock it.

So we went all in.

From that day forward, transit advertising became our primary focus. Over the next 18 years, we expanded our public and private transit footprint into 50 markets, adding 35 municipal partnerships. Our inventory now includes 5,000 buses, 800 paratransit vehicles, 8,000 transit shelter panels, 600 rail cars, and 150 kiosks. We maintain the U.S.'s largest transit media network by number of markets and employ over 150 people nationwide, all being dedicated to transit advertising.

Today, over 90% of our business is transit media.

We are true believers, not only in the value of transit advertising but in the ability of public transportation to transform and empower communities, and we are proud of our role in helping to fuel that empowerment. And it's our hope that we'll be able to continue to share our passion, expertise, and creativity in partnership with RTA.



COMPANY OVERVIEW



Our History in New Orleans

Vector Media's partnership with the New Orleans Regional Transit Authority (RTA) began in May 2019, when Vector acquired Laurel Outdoor, the exclusive municipal transit advertising partner for New Orleans, Jefferson Parish, and St. Bernard Parish. This acquisition expanded our inventory to include over 160 buses, 60 streetcars—including the historic St. Charles and Riverfront/Canal lines—and approximately 640 bus shelter panels.

TRUE SPIRIT OF PARTNERSHIP

Over the combined 20+ years of the partnership, from Laurel Outdoor to Vector Media, our New Orleans team has provided RTA with a level of service and attention that is unmatched and cannot be replicated by any other operator.

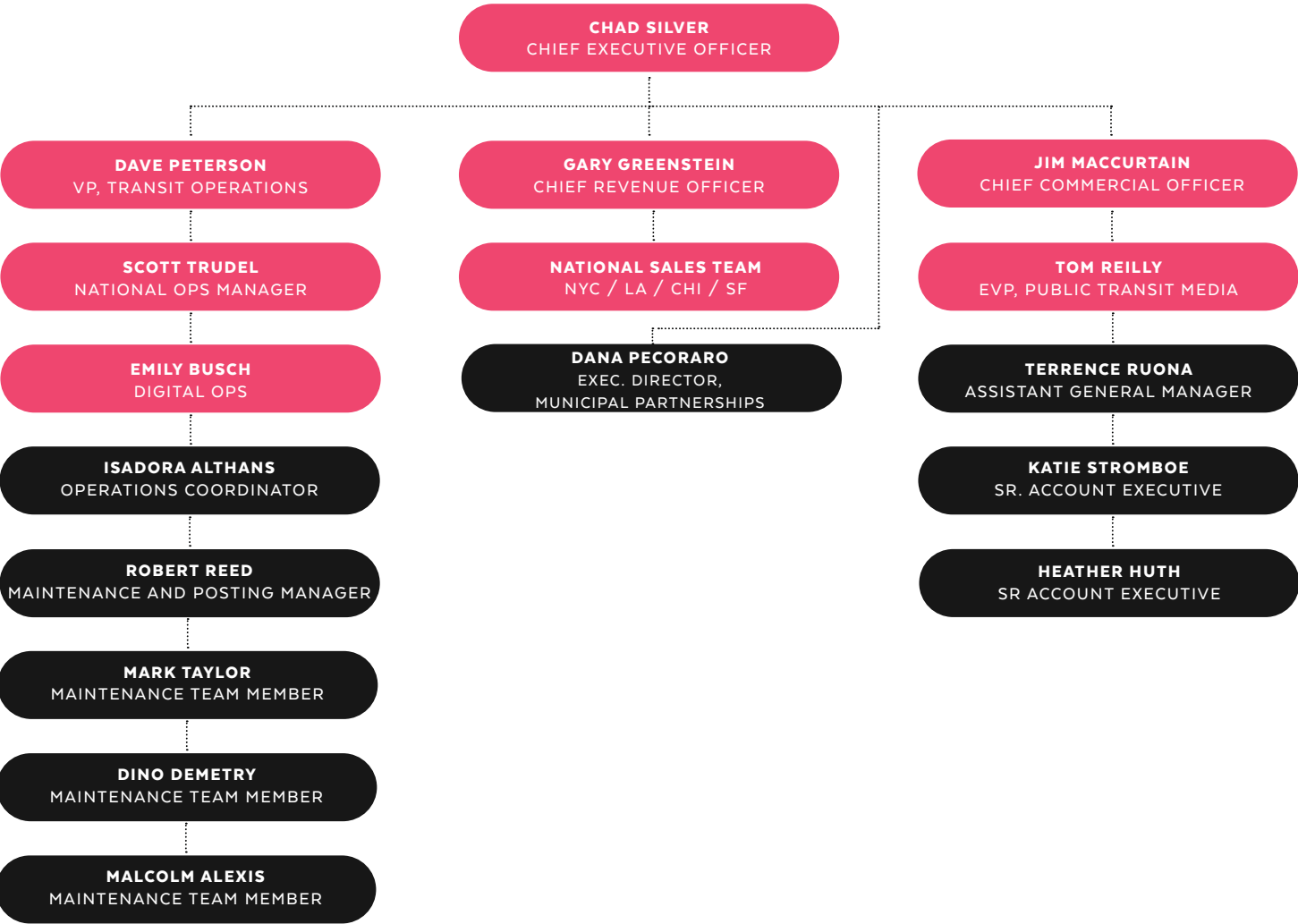
Whether it's coordinating ribbon cutting events, responding to requests for logo printing, volunteering for the annual "Stuff the Bus" drive, we have continually embodied the true spirit of partnership and are excited by the opportunity to continue our partnership with RTA for many years to come.



ORGANIZATION CHART

Included in this section is a summary of current Vector personnel, as well those roles to be hired that will have the most consistent direct contact with RTA during this process and following the awarding of the contract.

While Vector employs over 165 team members, the individuals included below are tasked with executing on the strategies necessary for the successful implementation of the RTA advertising program.



- EXECUTIVE TEAM
- RTA DEDICATED TEAM

EXPERIENCE & REFERENCES



Transit Experience

We are proud of the work we have done on behalf of our public transit partners across the country. The longevity of our partnerships (as indicated below in the years we began working with each) and the new partners we have begun working with in recent years is a testament of our work and our partners' confidence in Vector Media.

1996-
2010

bat



MCDOT

RTA

BROWARD COUNTY
Transit

2011-
2014



JACKSONVILLE
TRANSPORTATION
AUTHORITY

HART



TRANSIT



MDOT
MARYLAND DEPARTMENT
OF TRANSPORTATION

2015-
2019



CT transit



SBURT



2020-
2025



big blue bus



Building on Our Success

New Orleans presents a vibrant market for transit advertising with a high volume of pedestrian and vehicular traffic, a robust tourism industry, and a diverse local business ecosystem. Every market and transit advertising program is unique in its own right. Still, there are many familiar elements between RTA’s advertising program and others where we have had great success.

As you will see on the following pages, Vector is uniquely qualified to maximize value on RTA’s assets including the combination of buses, streetcars, shelters, and ferry terminal. From staffing requirements to sales strategy to operational efficiencies, we understand what it takes to maximize RTA’s transit advertising program and we are excited at the prospect of bringing our passion to New Orleans.

The table below highlights our most comparable scopes of work and on the next few pages, we highlight our successes in four different markets representative of our wide range of experience nationwide and within New Orleans.

MARKET	TRANSIT AUTHORITY	INVENTORY AVAILABLE FOR ADVERTISING
New Orleans, LA	New Orleans Regional Transit	Buses Streetcars Shelters
Los Angeles, CA	City of Los Angeles (StreetsLA)	Bus Shelters Digital Bus Shelters
Orlando, FL	Central Florida Regional Transit Authority (LYNX)	Buses Paratransit Shelters
Baltimore, MD	Maryland Transit Administration (MTA)	Buses Bus Shelters Rail Vehicles Kiosks Station Posters
Santa Monica, CA	City of Santa Monica (Big Blue Bus)	Buses



MARYLAND TRANSIT ADMINISTRATION | BALTIMORE, MD

START DATE

3/1/2004

SCOPE OF WORK

- Buses: 818
- Shelter faces: 368
- Rail Vehicles: 361
- Kiosks: 132
- Station Posters: 380
- Mobility Vehicles: 265

2024 REVENUES

\$6,194,961

CONTACT

Veronica Battisti
6 St. Paul Street
Baltimore, MD 21202-1614
(410) 767-8748
vbattisti@mdot.maryland.gov

APPROACH

When we began our partnership with MTA in 2004, our goals were to reverse the significant decline in revenue caused by the prior vendor and improve the market’s perception of transit advertising. We rebuilt the local sales team, created a national sales positioning strategy, and focused on developing new revenue streams, including Metro SubwayLink, MARC station dominations, MARC platform shelter wraps, and Light RailLink wraps.

RESULTS

From the \$750,000 we inherited in 2004, we grown pre-covid sales to over \$6 million annually. As a result of our work, we are proud to have been awarded an extension of our contract in 2024 through June 2026.

January 10, 2025

To Whom It May Concern:

As Sr. Director for Communications and Marketing, I have directly worked with Vector Media for seven years and I know they have served as the Maryland Transit Administration's vendor for transit advertising for at least 12 years, if not longer.

Vector's sales team works diligently to increase revenue year over year and has created unique advertising options within our system, especially our central business locations, such as station dominations and signage at CFG Bank Arena, Convention Center and Shot Tower, elevator wraps and wallscapes. The team has also done an exceptional job with vehicle wraps, especially on our light rail vehicles. Over the last few years this segment of transit advertising has increased significantly. When we were redeveloping our Camden Yards station, Vector was instrumental in recommending advertising solution that would be effective and profitable.

I would also like to note Vector's commitment to executing agency specific projects has been exceptional. We frequently ask Vector to execute a specialty wrap or place signage with very short notice and turnaround times – their teams always make it happen. We recently completed a wrap of our Customer Service Center at our Mondawmin Transit Hub. Vector provided guidance throughout the entire project from concept to installation.

I strongly recommend Vector Media as a transit advertising vendor/partner.

Sincerely,



Veronica Battisti
Sr. Director, Communications and Marketing

vbattisti@mdot.maryland.gov
410-598-4168



STREETSLA | LOS ANGELES, CA

START DATE

1/1/2022

SCOPE OF WORK

Bus Shelter Faces: 3,722
Digital Shelters: 700

2024 REVENUES

\$25,664,786

CONTACT

Shirley Lau
1149 S. Broadway, Ste 400
Los Angeles, CA 90015
(213) 847-3333
Shirley.Lau@LACity.org

APPROACH

In 2022, Vector was awarded the Los Angeles bus shelter contract by StreetsLA as part of a joint venture with micro-mobility specialist Tranzito. After more than 20 years with its previous advertising partner, the City of Los Angeles sought a fresh, innovative vision to transform its transit infrastructure.

Under this program, Vector oversees the sale and maintenance of advertising across more than 2,000 bus shelters and amenity structures. The partnership is also responsible for the design and implementation of 3,000 state-of-the-art bus shelters and other transit amenities citywide. The initiative includes the deployment of approximately 2,000 digital screens, along with a variety of unique, thoughtfully designed elements created by the Tranzito-Vector team.

Since assuming responsibility for the assets, Vector has introduced its signature creative approach, upgrading existing inventory with digital and large-format alternatives. These enhancements have significantly improved unit economics while elevating the overall transit experience for Angelenos.

RESULTS

Despite a last minute transition, Vector hit the ground running in 2022, generating \$25,664,786 in revenue in 2024, resulting in an \$11.2m payment to the City of Los Angeles, an increase of 82% over the prior advertising partner.

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KAREN BASS

MAYOR

January 14, 2025

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REQUEST FOR SERVICE
TEL: (800) 996-CITY OR 3-1-1
FAX: (213) 847-3300
BSS.BOSS@LACITY.ORG
STREETSLA.lacity.org

To Whom It May Concern:

Vector Media, part of the Tranzito-Vector joint venture, has partnered with the City of Los Angeles Bureau of Street Services since January 2022 to implement and manage the Sidewalk Transit Amenities Program ("STAP").

As part of STAP, Vector is playing an integral role in the buildout of over 3,000 transit shelters, associated amenities, and mobility hubs throughout Los Angeles, including approximately 700 digital transit shelters. Tranzito-Vector transitioned the sales from the prior vendor who had operated the program for over 20 years and provided seamless operations to maintain over 1800 existing bus shelters. Over the past 2 years, Vector also has continually found new and innovative ways to generate revenues by developing 3-D embellishments and build-outs on our existing transit shelters and new passenger amenity kiosks (PAKs).

I highly recommend Vector Media as a partner to advance municipal transit programs and I would be happy to answer any questions you may have about their performance at shirley.lau@lacity.org or at (213)847-3333.

Best regards,

Shirley Lau
Executive Officer, Bureau of Street Services





LYNX | ORLANDO, FLORIDA

START DATE

1/1/2012

SCOPE OF WORK

Shelter Faces: 232

Buses: 367

2024 REVENUES

\$6,179,734

CONTACT

Matt Friedman
455 N. Garland Ave.
Orlando, FL 32801
(407) 254-6206
mfriedman@golynx.com

APPROACH

Upon being awarded the contract with LYNX in 2012, Vector personnel quickly identified key areas for improvement and began maximizing the revenue generated by the existing inventory. Our strategy was three-fold: 1) emphasize large, high-impact signature displays, 2) develop a station domination program, and 3) design and implement a street-level kiosk program.

RESULTS

Our work resulted in unprecedented levels of revenue for LYNX. Prior to Covid, we had quadrupled annual sales from \$1.5 million to over \$8 million annually. These results are reached with 4 local account executives each generating on average \$1.5m per year, with national sales adding the rest.

In December 2021, LYNX extended our contract for 6 years as a result of our work.



October 31, 2022

To Whom It May Concern:

We are happy to provide this letter of recommendation for Vector Media, They have been operating the transit advertising program for LYNX since 2011. Vector has continued to be an invaluable partner for us. As a result, earlier this year we decided to extend our contract for another five years through 2026.

As our partner, Vector has consistently produced despite unprecedented challenges. Their dedication to transit advertising and ability to build strong local sales teams sets them apart from other OOH operators. Working with their team in Orlando has been a wonderful experience and I understand that the same professionalism can be expected of all Vector teams in markets across the country.

Vector has continued growing revenues on our behalf, including a 25% increase in sales in the last year alone.

We happily recommend Vector Media to anyone considering them as a transit advertising partner and would welcome the opportunity to discuss if it may help.

Sincerely

Matthew P. Friedman
Director of Marketing Communications
mfriedman@golynx.com
407-254-6206



BIG BLUE BUS | SANTA MONICA, CA

START DATE

1/1/2020

SCOPE OF WORK

247 Buses

2024 REVENUES

\$4,805,667

CONTACT

Eric O'Connor
1444 4th St
Santa Monica, CA 90401
(310) 458-1975, Ext 5823
eric.oconnor@santamonica.gov

APPROACH

We were awarded the contract for Big Blue Bus in Santa Monica which commenced January 1, 2020. Prior to our engagement, Intersection Media was responsible for national advertising sales while the City managed local sales.

Despite being located within the Los Angeles DMA, we discovered that national advertisers often overlooked Santa Monica. Through our multi-channel sales approach, Vector's national sales team launched a strategic outreach to the Top 20 national ad agencies, elevating Santa Monica's unique position in reaching the LA market. At the same time, we implemented our local sales strategy by hiring experienced local sales talent to focus on long-term commitments from local businesses, such as Hospital Systems, to balance out the intermittent national demand.

RESULTS

In our first year as their partner, despite the advertising recession caused by global pandemic, we exceeded total sales revenues from the prior year. In 2021, we grew revenues by 87% while transit advertising revenues across the country were down over 60%.

As a result of our success, we were awarded a new contract beginning January 1, 2025.



City of
Santa Monica™

January 16, 2025

To Whom It May Concern:

We are happy to provide this letter of recommendation for Vector Media. They have been operating our transit advertising program for the last five years since January 2020. Last year, the Department published an RFP for the same program and Vector Media was selected as the preferred vendor and was awarded a new contract in December 2024.

Vector's operations and sales teams have been professional, reliable, responsive, and have consistently produced from a revenue aspect while maintaining strong adherence to the Department's design and advertising guidelines. They have demonstrated to have experience to produce sales on national accounts as well as driving sales in the local markets. Working with Vector Media has been a good experience, and we would recommend them to any agency that is looking for an advertising partner.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Eric O'Connor'.

Eric O'Connor
Assistant Director
Department of Transportation

PROPOSAL FOR ADVERTISING SYSTEMS

S Robertson





MOCK-UP

DRIVING REVENUES THROUGH DIGITAL DEPLOYMENT

Expanding Strategic Partnerships

DIGITAL BUS SHELTER NETWORK

We are excited to propose an initial deployment of a digital network at 10 bus shelters at select locations. This network will be dispersed throughout RTA's service area, providing an opportunity for generating higher revenues while enhancing the rider experience.

Among the many benefits to RTA and its ridership, include:

- **Real-Time Information:** Digital displays provide live updates on bus arrivals, route changes, and service alerts.
- **Way-finding & Maps:** Interactive screens help passengers navigate the transit system and surrounding areas.
- **Weather & Emergency Alerts:** Dynamic messaging keeps passengers informed of severe weather or safety concerns.
- **Sleek, Futuristic Design with Increased Safety:** Digital shelters enhance the visual appeal of riding RTA buses and provide a safer environment for its ridership

INITIAL PROPOSED NETWORK

We have already identified an initial network of 10 locations that we believe will be best suited for the initial deployment and have outlined them below.

- Poydras + Magazine Street
- Poydras + Loyola
- Poydras + Tchoupitoulas
- N. Peters and Canal
- Poydras at the Superdome Location 1
- Behrman Hwy. #2 @ Walmart/ Raising Cane's restaurant
- Pontchartrain & Allen Toussaint Blvd
- Chef & Gentilly at Walmart #1
- Poydras St. & St. Charles
- Loyola Ave & Girod St



MOCK-UP

DRIVING REVENUES THROUGH DIGITAL DEPLOYMENT

Expanding Strategic Partnerships

DEPLOYING NATION'S FIRST DIGITAL NETWORK ON PUBLIC TRANSIT BUSES

We are excited to propose a deployment of LED digital displays for advertising on the rear of RTA's vehicles. We have engaged with VIVID Out-of-Home, the world's premiere provider of LED Bus Display Systems, who will provide the screens and technology that make this possible. Their best-in-class technology provides the ability to create a network effect to disseminate important information, and for targeted location-based messaging enabled via onboard GPS based upon routes and other Points of Interest (POI).

The photo above is a mock-up of what a digital exterior may look like and we have provided an overview of their technical capabilities on the following pages.

We would propose an initial pilot program with these digital screens with the goal of expanding the program as it gains traction in the market.

DIGITAL EXTERIOR TECHNICAL OVERVIEW

TECHNICAL SPECS PROVIDED BY VIVID OOH



Digital and Sustainable Transformation for Outdoor on the Move

Digital Rear RFP Dec 17th 2024



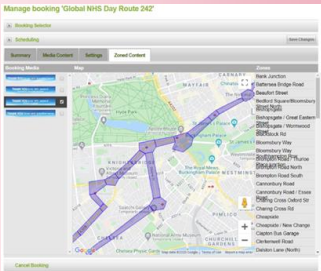
STRICTLY CONFIDENTIAL April 2024



About VIVID Out of Home Ltd

The VIVID team has over 20 years' experience specifically developing, manufacturing and operating LED Bus display systems and associated proprietary Content Management Software. The BusLED R&D was carried out under the MotionLED Technology (MLT) banner by the VIVID executives and engineers. MLT has vested the exclusive global rights for all its BusLED technology in VIVID.

The BusLED patented automotive grade technology is the only fully compliant and fully tested Digital Bus system designed from the ground up to meet the demands of the uncompromising physical environment and provide operational assurance for media partners. A four-year real-world test of both hardware and software on TfL routes in London resulted in zero system failures.



STRICTLY CONFIDENTIAL April 2024

DIGITAL EXTERIOR TECHNICAL OVERVIEW

TECHNICAL SPECS PROVIDED BY VIVID OOH



VIVID LED System Characteristics



Ultra Slim & Lightweight patented LED tile and system design – panel only 21mm (13/16")

Multiple pixel pitch sizes available

Designed for ease of integration into vehicle infrastructure

Experienced bespoke engineering for conventional, Hybrid and EV bus models

UL, CE & FCC approved system components

Proven environmental performance to, -20c to +75c

STRICTLY CONFIDENTIAL April 2024



VIVID LED System Characteristics

Transit Authority regulation approvals – VOSA, TfL

Moisture proof and waterproof, rated to IP66

Long lifetime and maintenance free - Over 50,000 hours

Low Power Consumption

Eco-friendly product – sustainable Digital Transformation

24/7 onboard diagnostics

Highest quality and approved automotive grade parts



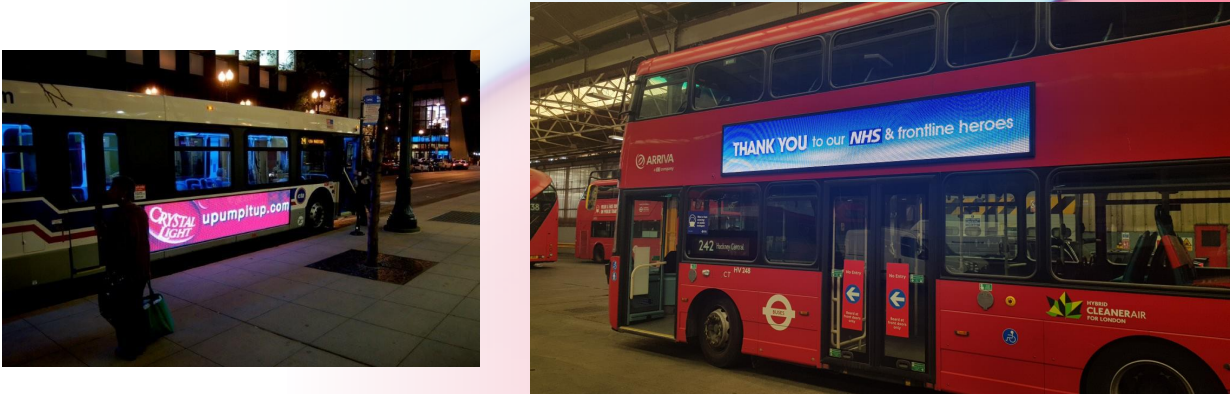
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DIGITAL EXTERIOR TECHNICAL OVERVIEW

TECHNICAL SPECS PROVIDED BY VIVID OOH



VIVID BusLED Transit Display System



STRICTLY CONFIDENTIAL April 2024



VIVID Digital Rear LED Display Specification

P2.5mm Bus Digital Rear	
Physical Dimensions (L x W x H)	Draft 1600mm x 636mm x 21mm (63" x 25 1/16" x 13/16")
Enclosure	3mm (1/8") polycarbonate cover and powder coated Stainless-steel frame
Weight	25Kg (55lb) Approx.
Environmental	Operating Temp -20C to +75C, IP66
Power	18v to 35v input voltage Day-time Average Power 15A Night-time Average Power 8A
Image Display Area (W x H)	1536mm x 576mm (60 1/2" x 22 11/16")
Display Resolution	P2.5mm: 576 x 216 pixels
Brightness	Over 5,000 NITS
Refresh/Frame Rate	3840Hz/60Hz
LED Type	P2.4: SMT1921

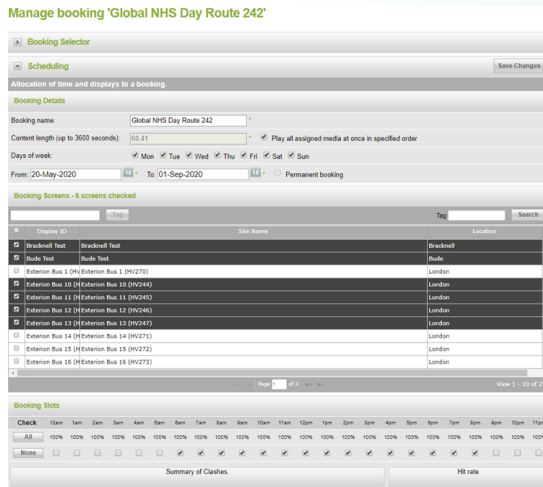
STRICTLY CONFIDENTIAL April 2024

DIGITAL EXTERIOR TECHNICAL OVERVIEW

TECHNICAL SPECS PROVIDED BY VIVID OOH



VIVID BusLED AdCast CMS



Comprehensive industry leading solution

Client Account Manager

Content Management and Services

Diagnostics for Maintenance

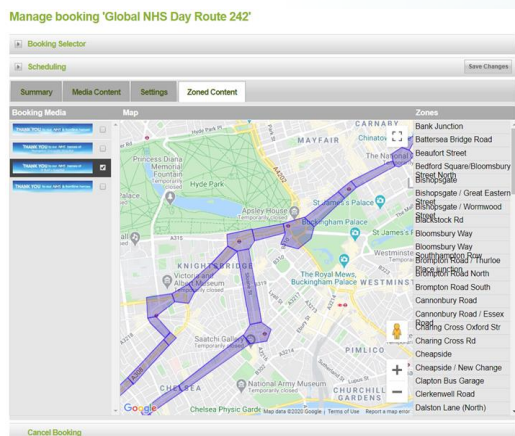
Reporting and Analytics

Geo fencing and Geo location

STRICTLY CONFIDENTIAL April 2024



VIVID BusLED AdCast CMS



Managing the Media

Time specific booking to the hour

Convenient media selection

Geo fencing and Geo location services

Multiple Impression per site

Junction static content control

Over speed content control



Route directional messaging

STRICTLY CONFIDENTIAL April 2024





TECHNICAL SPECS PROVIDED BY VIVID OOH



VIVID BusLED AdCast CMS

[Home](#)
[Clients](#)
[Media](#)
[Campaigns](#)
[Approval](#)
[Displays](#)
[Reports](#)

Dashboard

Generated at: Thu, 21 May 2020 10:45:07

Location: All locations ▼

Name	Status	Communication	Interlock Comm's	Playing Content	Ignition	Alarm Code
Exterior Bus 2 (WVW115)	HALTED	0:0:0:0:0:0:0:0 2020-05-21 10:44:27	0:1:0:1:0:0:0:0 2020-05-20 14:50:08	0:0:0:0:0:0:0:0 2020-05-21 07:41:29	OFF	Detail
Exterior Bus 3 (WVW117)	RUNNING	0:0:0:0:0:0:0:0 2020-05-21 10:44:27	0:0:0:0:0:0:0:0 2020-05-21 10:44:27	0:0:0:0:0:0:0:0 2020-05-21 07:41:29	ON	Detail
Exterior Bus 4 (WVW116)	RUNNING	0:0:0:0:0:0:0:0 2020-05-21 10:44:27	0:0:0:0:0:0:0:0 2020-05-21 10:44:27	0:0:0:0:0:0:0:0 2020-05-21 07:41:29	ON	Detail
Exterior Bus 5 (WVW118)	RUNNING	0:0:0:0:0:0:0:0 2020-05-21 10:44:27	0:0:0:0:0:0:0:0 2020-05-21 10:44:27	0:0:0:0:0:0:0:0 2020-05-21 07:41:29	ON	Detail
Exterior Bus 6 (WVW119)	RUNNING	0:0:0:0:0:0:0:0 2020-05-21 10:44:27	0:0:0:0:0:0:0:0 2020-05-21 10:44:27	0:0:0:0:0:0:0:0 2020-05-21 07:41:29	ON	Detail
Exterior Bus 7 (WVW120)	RUNNING	0:0:0:0:0:0:0:0 2020-05-21 10:45:00	0:0:0:0:0:0:0:0 2020-05-21 10:45:00	0:0:0:0:0:0:0:0 2020-05-21 07:42:03	ON	Detail
Exterior Bus 8 (WVW121)	RUNNING	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 07:41:01	ON	Detail
Exterior Bus 9 (WV244)	RUNNING	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 07:41:01	ON	Detail
Exterior Bus 10 (WV244)	HALTED	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:1:1:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 07:41:01	OFF	Detail
Exterior Bus 11 (WV245)	HALTED	0:0:0:0:0:0:0:0 2020-05-21 07:42:03	0:0:0:0:0:0:0:0 2020-05-21 07:42:03	0:0:0:0:0:0:0:0 2020-05-21 07:42:03	OFF	Detail
Exterior Bus 12 (WV246)	HALTED	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 07:41:12	OFF	Detail
Exterior Bus 13 (WV247)	HALTED	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:1:1:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 07:41:12	OFF	Detail
Exterior Bus 14 (WV271)	RUNNING	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 07:41:42	ON	Detail
Exterior Bus 15 (WV272)	RUNNING	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 07:41:42	ON	Detail
Exterior Bus 16 (WV273)	RUNNING	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 10:44:28	0:0:0:0:0:0:0:0 2020-05-21 07:41:42	ON	Detail

Diagnostics for Maintenance

At a glance dashboard

Rules based fault monitoring

Real time diagnostics

Valid playlist check

Remote diagnostics login

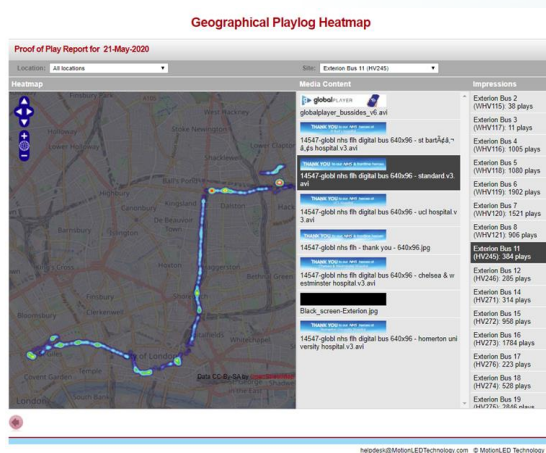
Escalation procedure

System status

STRICTLY CONFIDENTIAL April 2024



VIVID BusLED AdCast CMS



Campaign Monitoring

GPS Heat Map

Plays per bus per location

Colours show density of playback

STRICTLY CONFIDENTIAL April 2024

DIGITAL EXTERIOR TECHNICAL OVERVIEW

TECHNICAL SPECS PROVIDED BY VIVID OOH



VIVID BusLED Display Warranty and Support

3-year display warranty on all parts extendable to 5 years
(Matched binning LED tiles spares inventory and communication boxes)

Provision of remote diagnostic support

Provision of physical Support and Maintenance TBA

STRICTLY CONFIDENTIAL April 2024



VIVID BusLED Installation

VIVID provision of detailed bus model/s installation guide

Full training of designated installation team

VIVID overseeing installation and sign off

STRICTLY CONFIDENTIAL April 2024

DIGITAL EXTERIOR TECHNICAL OVERVIEW

TECHNICAL SPECS PROVIDED BY VIVID OOH



VIVID BusLED Delivery

Delivery lead times from receipt and acceptance of purchase order:

- 2.5mm VIVID Digital Rear LED displays: Phased delivery starting at 9 months.

Subject to payment terms, bus surveys, installation sign off and regional compliance.

STRICTLY CONFIDENTIAL April 2024



MOCK-UP

DEVELOPING A NAMING RIGHTS PROGRAM

Finding the Right Partners for RTA

We are excited to develop a Naming Rights program for RTA. We are fortunate to have Jim MacCurtain, our CCO, on our team who has years of experience selling sponsorships sales at the National Basketball Association & US Tennis Association and broadcast, digital, and sponsorship sales for the Olympics at NBC Universal. He will take the same creative approach to create a “Signature Partner Program” for RTA.

OUR APPROACH

The program will entice corporations in and around New Orleans to partner with RTA on multi-year sponsorship agreements. Specifically, we will utilize RTA’s intellectual property, dynamic advertising assets, and creative marketing and community initiatives to build a “Signature Partner Program,” targeting up to 15 street car station partners, each partner making a minimum annual commitment to RTA of \$20,000.00 for a 3-5 year term.

PROGRAM ELEMENTS

A well-developed sponsorship and naming rights program must offer prospective sponsors the ability to benefit from an association with the sponsored organization via licensed, approved use of the organization’s Intellectual Property, unique and “ownable” media assets and opportunities to develop co-branded promotions and special events to help promote the partnership broadly to the community and its citizens. To maximize appeal, the sponsorships must be limited in number and include category exclusivity.

In Tampa, we recently created and launched a Naming Rights program, resulting in two TECO Streetcar Stations being renamed to local organizations. Those Naming Rights agreements included updating signage, system-wide updates to station maps, mobile apps and HART’s website and audio announcements before each stop.

We have already identified 15 streetcar stops, that would be candidates for a Naming Rights partner.

SALES & MANAGEMENT APPROACH



OUR SALES APPROACH

Local Roots, National Reach



**Establish Deep Local
Roots**



**Leverage Nationwide
Reach**



Approach Brands Directly

Our sales approach is centered on building a foundation in local and regional sales, and uncovering new, untapped advertising budgets through national and brand-direct sales. Additionally, by adding a digital network to the RTA offering, we will be able to drive even higher revenues via programmatic channels.

This three-pronged strategy, combined with our 25 years of transit-focused experience, our ability to consistently hire and retain top-tier local talent, our data-driven tools for measuring campaign performance, and Vector's renowned creativity around developing new revenue-generating assets for partners, has in large part driven Vector's out-sized success year after year. We look forward to developing new, creative formats throughout the entire service area, as we have done in other markets.

95%

**RENEWAL RATE OF
LOCAL ADVERTISING
CONTRACTS DURING
COVID**

75%

**PUBLIC TRANSIT
REVENUE GENERATED
BY LOCAL SALES**

~50%

**% OF LOCAL SALES
SOLD AS ANNUAL
CONTRACTS**

12

**YRS AVERAGE
TENURE OF LOCAL
SALES PERSONNEL**

\$68M

**TRANSIT SALES
REVENUE BY
NATIONAL TEAM AND
BRAND-DIRECT IN
2024**

12

**YRS AVERAGE
TENURE OF
NATIONAL SALES
TEAM**

OUR SALES STRATEGY

The Advantage of a Transit-Dedicated Advertising Partner

At Vector Media we believe that transit advertising deserves **specialized expertise, unwavering focus, and a dedicated sales strategy** that maximizes its unique value. Unlike larger out-of-home (OOH) companies that divide their attention between billboards, digital displays, and other advertising formats, **our sole focus is on transit advertising**—ensuring that RTA receives the full benefit of a committed partner.

Our dedicated focus on transit, New Orleans sales team with decades of experience in the market and our talented national sales team with deep relationships with every major national brand and agency are the perfect recipe for maximizing revenues for RTA.

1. Unparalleled Commitment to Transit Revenue Growth: Unlike companies that manage multiple OOH assets and prioritize their own billboards, our team is **100% dedicated to selling and optimizing transit advertising**. Every advertising dollar we secure is directed toward enhancing the visibility, profitability, and utilization of your streetcars, buses, and shelters.

2. Transit-Specific Sales Expertise: Selling transit advertising is different from selling static billboards. It requires understanding **commuter behavior, ridership demographics, and movement patterns** that impact ad effectiveness. Our team specializes in positioning transit assets as premium advertising opportunities, ensuring advertisers see the value of reaching a **highly engaged, mobile audience**.

3. Stronger Local and National Advertiser Relationships: Because we focus exclusively on transit, we have built strong relationships with **local businesses, national brands, and agencies** looking specifically for **transit-based advertising solutions**. Our approach ensures that your assets are front and center in conversations, rather than being an afterthought to more traditional OOH formats.

4. Customized Marketing and Sales Strategies for Transit: We develop and execute strategies that are **tailored specifically to transit advertising**, leveraging data-driven insights on rider behavior and audience engagement. This enables us to craft campaigns that drive higher ROI for advertisers while **maximizing revenue for the transit authority**.

5. A Partnership Aligned with Transit's Success: Our success is directly tied to yours. Because we don't own competing OOH assets like billboards, there's no incentive for us to divert ad dollars away from transit. Every campaign we sell directly benefits your transit system—driving more revenue, increasing advertiser satisfaction, and **enhancing the public transit experience** through well-integrated advertising solutions.

6. Community-Focused Advertising Approach: Transit systems serve as a **lifeline for communities**, connecting people to work, school, and essential services. Our local sales teams understand this, working closely with community stakeholders, small businesses, and public agencies to ensure **transit advertising strengthens the local economy and supports regional growth**.

LOCAL SALES PLAN

A Resilient Local and Regional Foundation

The pandemic shook the outdoor advertising industry in 2020. But through it all, we continued to outpace our peers. While transit advertisers faced downturns, we beat the industry sales average by 30% for four consecutive quarters. While advertisers slashed their budgets, 95% of our local sales partners renewed their contracts. And while the uncertainty caused by the pandemic impacted every (OOH) company, we weathered the storm.

How? By understanding that the foundation of a successful and sustainable transit advertising program is strong local sales. Across the country, 75% of our public transit revenues come from local sales, nearly half of which are sold as annual contracts. Signing advertisers to annual deals gives our team more time to seek new business opportunities to enhance revenues for our partners. In New Orleans, a strong local client base will be the foundation of our success—and **we have the record and experience to continue building upon that foundation.**

ASSEMBLE THE RIGHT TALENT AND ENGAGE WITH THE LOCAL COMMUNITY

We pride ourselves on our ability to attract and retain the industry's best talent. The average tenure of our local sales reps is 12 years. This has been key to helping us forge deeper relationships with our transit partners and the communities we serve. **In New Orleans, our local and regional sales efforts will be led by Terrance Ruona, Katie Stromboe, and Heather Huth, who combine for over 45 years of sales experience in the New Orleans market and are actively engaged in the community.**

SELLING TRANSIT AGAINST COMPETING FORMATS

To effectively sell transit OOH, it is imperative to be able to effectively position transit against other formats, which cannot be done while simultaneously selling those competing formats. Our team has successfully positioned transit against other formats such as billboards, airports, TV, and radio by highlighting reach, frequency, cost effectiveness and creative capabilities that create long-lasting impressions on their target audience that those formats simply cannot match.

CONDUCT TARGETED OUTREACH

Our New Orleans team will continue to identify and target local and regional businesses with a two-pronged approach – local businesses and verticals that benefit from market-wide coverage and businesses within a geographic radius of New Orleans.

Among the list of categories and verticals that our team will continue to target are tourism and hospitality, healthcare, retail, automotive, education, financial services, and government PSA messaging, among many others.

We will also lean on our many resources and databases to generate new leads and prospects that we will reach through tried and true practices (cold calling and relationship building, referrals, networking and community involvement, inbound and outbound marketing).

No one can match our team's experience and relationships within New Orleans and we are excited to continue building upon those relationships for many years to come with RTA.

The following pages are a small sampling of our work with local and regional clients on RTA's behalf.



LOUISIANA LOTTERY



WESTERN GOVERNOR'S UNIVERSITY



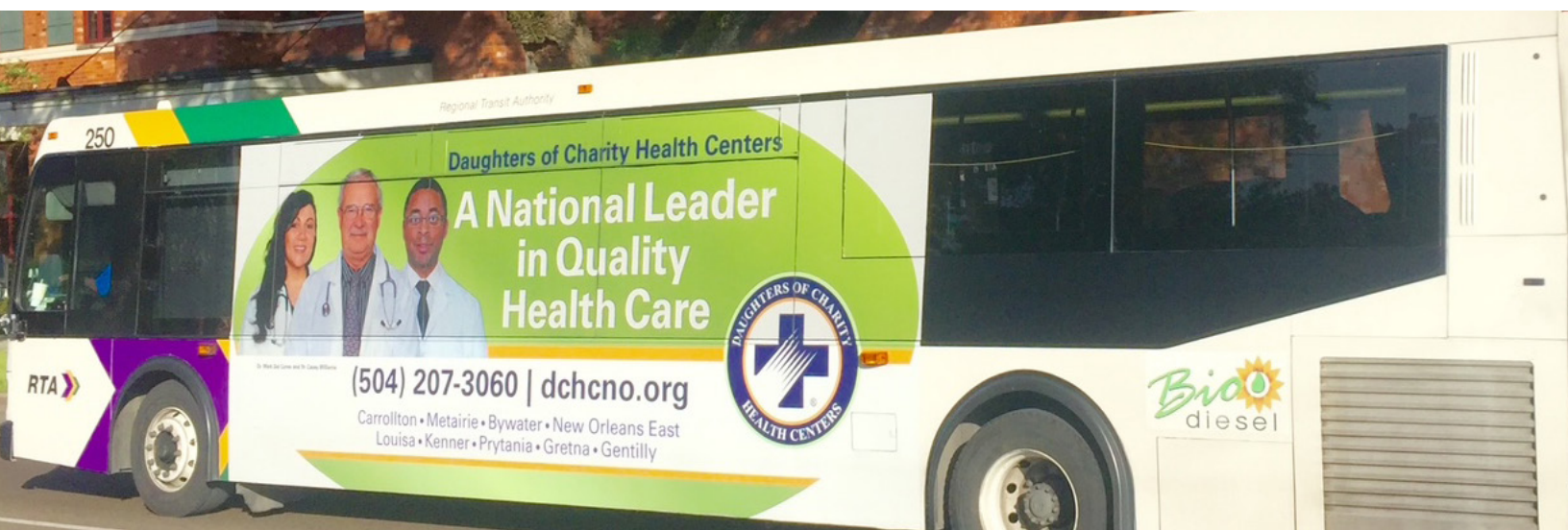
GENENTECH



RAISING CANES TODD GRAVES SUPER BOWL HOST COMMITTEE



CREOLE HOUSE



DAUGHTER'S OF CHARITY HEALTH CENTERS

NATIONAL SALES PLAN

Outperform with National & Multi-Channel Sales

RTA's fleet, combined with our other transit offerings in and around New Orleans offers an ideal opportunity for advertisers looking to reach a wider audience. By combining RTA's current inventory of buses, streetcars, and shelters as part of larger campaigns getting market-wide coverage, we will continue to generate higher revenues for RTA than have been experienced previously.

LEVERAGE RELATIONSHIPS WITH TOP NATIONAL AGENCIES

Much like our local sales teams, our national account executives are experienced, top-tier sales professionals, who are deeply integrated into the advertising industry nationwide. Our national sales team members are based in cities across the country, including New York, Chicago, Los Angeles, and San Francisco. Thanks to this national reach, and our recently expanded presence in Los Angeles, we're consistently top of mind for the largest national agencies in the industry and we plan to continue to leverage this reach for RTA.

FIND NEW BUDGETS WITH BRAND DIRECT SALES TEAMS

In addition to our national sales team, Vector is one of a small number of outdoor media companies with a highly successful brand direct team. Rather than working through advertising agency buyers, our brand direct team sells directly to national brands to improve margins and build more lucrative campaigns.

As large portions of the economy have shifted away from legacy brands and toward newer direct-to-consumer ("DTC") and tech-enabled companies, brand direct has become an indispensable component of our business. Most of these emerging companies don't work with large advertising agencies and have only advertised in the digital world, allowing us to access untapped budgets for OOH.

Brand Direct sales represent 10% of all sales at Vector. Since the team's inception in 2018, it has generated over \$50 million in direct revenue from brands across industries, including consumer packaged goods, beauty and fashion, technology, cryptocurrency, healthcare, and wine and spirits. This is all revenue that, but for our Brand Direct Team, would likely not have been spent in OOH and would certainly not have been spent on our transit partners' assets.

PROGRAMMATIC SALES PIPELINE

Programmatic advertising refers to the automated buying, selling and placement of digital ad space. Through new programmatic sales platforms, advertisers who have traditionally invested in Online advertising are learning about DOOH (Digital Out-of-Home) opportunities. DOOH is now sold on the same marketplaces where advertisers buy Online advertisements, providing Vector access to the much larger base of spend associated with digital advertising. It is growing at an annual rate of 36% and expected to reach over 25% of total channel ad spending in 2025.

Vector is proud to partner with industry-leading programmatic platforms such as Place Exchange, Vistar Media, and Broadsign. **Programmatic sales will complement our local and national sales efforts and provide an opportunity to sell the expanded digital network that we will be proposing for RTA's consideration.**



TOSTITO'S SUPER BOWL



COCA-COLA



DRAFTKINGS



DR. PEPPER



BOOHOO MAN



FANDUEL SPORTSBOOK



CROSS-PROMOTIONS AND COMMUNITY MESSAGING

Promoting RTA and Enhancing Rider Experience

While revenue generation is an important goal for our transit partners, we believe we have an additional responsibility – to promote our partners’ initiatives, share community messages, and enhance the riders’ experience.

As you can see in the photo above, we worked with Whataburger in Jacksonville to provide free rides to and from the Jacksonville Jaguar’s game on JTA’s “Game Day Express” bus. We have also found many other creative ways for brands to enhance ridership experiences. For instance, in Orlando, we worked with Chick-fil-A to offer free breakfast biscuits and rides to passengers at the LYNX Central Station. In Charlotte, we helped install Pepsi machines at transit stations. Whether it is finding partners to sponsor free “Game Day” rides to the Superdome, handing out samples to your passengers or seeking vendors for your stations, we will prioritize partnerships that promote RTA and enhance the ridership experience.

We have also proudly helped our transit partners execute their own initiatives, like celebrating Martin Luther King Jr. Day, Pride Day, Transit Appreciation Day, and Earth Day. During the holiday season, we have spread cheer with illuminated buses in Tampa and Santa Monica, and promoted free ride initiatives. We look forward to working with RTA to create and deploy new and similar campaigns.



TRIBUTE TO FREEDOM RIDERS



PUBLIC ART PARTNERSHIP WITH B. MIKE ODUM



RTA PSA MESSAGING



GENERATING BUZZ AND STRATEGIC CROSS-PROMOTIONS

As we have done for our partners across the country, we will collaborate with RTA to develop creative campaigns that can generate positive headlines and promote RTA initiatives.

MasterCard partnered with DART to offer a new money back incentive for card holders, where consumers can earn a \$2.50 statement credit for \$10 spent on public transit. In order to drive awareness for this promotion, MasterCard ran a 4 week OOH campaign across DART inclusive of bus exteriors, light rail wraps, and interior cards. MasterCard saw the value in their investment in public transit advertising after we provided them with survey data showing OOH ad messages for financial services that are most likely to engage consumers are those that offer rewards / benefits or promotions and deals - aligning with their money back initiative. Additionally, 73% of consumers who saw a financial services OOH ad engaged/took action (visited website, downloaded app, shared info with others by word of mouth, took a photo of the ad etc.)

In Tampa, we worked with HART to promote their roll-out of their "Tap to Ride" capabilities, allowing riders to pay their fares with the Cash App on their mobile phones.

WORK PLAN & SCHEDULE



OPERATIONS AND ACCOUNTING OVERVIEW

Quality Assurance & Revenue Reporting Integrity

With over 70 years' of combined experience, Executive Consultant of Operations Magnus Acheampong-Quaye, VP of Operations Dave Peterson and Sr. Director of Operations, Tina Padilla helm our operations teams across the country. Our local operations are managed Isadora Althans, Operations Coordinator, who works with our team of four (4) installers. Our local team reports to Dave Peterson and plays an integral role in the production, installation, and maintenance of advertising on RTA's assets.

CHARTING TEAM

Unightly, damaged, or outdated copy gives the appearance of neglect, leading to complaints from ridership, the community, and others. Vector understands this, and our Charting Team makes sure that all copy is appealing, crisp, and up-to-date.

The team is led by Christina Chan, who has served as National Inventory Manager at Vector for 16 years. Christina oversees inventory management for all of our markets across the country. Her team provides detailed work orders for accurate placement of advertising copy, ensures the prompt removal of dated copy, and charts out space throughout the year for RTA to support branding and initiatives while maintaining revenue. Our inventory management system, Billboard Planet tracks availability, campaign run dates, ad formats, client creative material, and more.

INVENTORY AUDITING PROCESS

Our experienced Vector operations team surveys RTA's fleet and shelters, mapping out a cleanup process to remove and replace old advertising along with a physical inventory assessment. As part of this survey, the team records and catalogs any damage or defects and share this information with the RTA.



"MTA's experience with Vector Media and their installers has been positive. The installers are professional, safety conscious, efficient and always clean their work area after completing the job. We at MTA look forward with working with Vector Media in the future."

BARRY AMES-Supervisor Service & Inspection,
Maryland Transit Administration

OPERATIONS AND ACCOUNTING OVERVIEW

Quality Assurance & Control



ART AND PRODUCTION TEAM

Our Art and Production team is led by Tina Padilla, who has managed this role for six years. Tina ensures all artwork and materials are received on time and meet specification requirements. The team works with RTA to receive pre-approval on any ad copy that may be required and then tracks shipments to ensure prompt installation.

QUALITY CONTROL FOR MATERIALS AND AUDITS POSTED GRAPHICS

Our teams ensure that all postings meet a rigorous standard of quality and maintenance throughout the advertising campaign. Staff report any damaged or missing posters encountered during daily postings and removals, providing on-site repairs or replacements for damaged ads.

For large-format ads and wraps, we photograph damaged areas so that replacement panels can be quickly found and installed. We remove dated and seasonal campaigns promptly at the campaign's end. Teams perform full audits quarterly or as needed.

Our teams have long-standing relationships with leading vinyl wrap manufacturers, including 3M, FLEXcon, and General Formulations. Our material specifications meet or exceed all industry standards and we work with each of our transit partners to ensure all materials perform as expected.

OUR FIRST 90 DAYS

Our Roadmap for Success in New Orleans

Due to our team's decades of experience in New Orleans, in addition to our experience around the country, we understand how to best position RTA's program for success and manage the deployment and maintenance of our proposed digital deployment throughout RTA's system.

In addition to our ongoing sales and marketing efforts throughout the term of our contract, upon being awarded the new contract, we will conduct a PR and communications blitz announcing our continued partnership, create new marketing materials, and begin laying the groundwork for the digital deployment project, which will be overseen by Dana Pecoraro, a licensed contractor in the state of Louisiana.

Below is a brief overview and timeline of the work that will begin in the first 90 days of the new contract:

✓ **DIGITAL AND BUS SHELTER INFRASTRUCTURE DEPLOYMENT**

- Work will begin immediately upon award with an estimated timeline of 9 to 12 months
- Engage RTA to mutually agree upon digital assets and locations, along with new infrastructure for bus shelters (e.g. BusPas)
- Work with subcontractors (engineering, electrical, and construction) to begin site-by-site inspections and surveys (including surveys for fiber deployment)
- Order and receive digital screens from screen providers (Media Resources Inc., VividOOH)
- Engage Tolar Manufacturing for any retrofitting required of existing shelters
- Apply for all required local and state permits
- Once screens are received and all required permits (construction, zoning, DOT, etc.), construction will begin (trenching, installation/upgrades of electrical/fiber, retrofitting shelters, screen installation and testing, engineering inspections, enabling advertising CMS)

✓ **OUTBOUND OMNI-CHANNEL MARKETING AND PUBLIC RELATIONS**

- Announcement email blast to 2,000+ advertiser contacts
- Formal press release to wire services
- Industry publications announcements (OOH Today, Billboard Insider, MarketWatch etc.)
- Outreach to local New Orleans publications
- Website announcement and splash page
- Social media posts across all Vector accounts
- Google Ads paid search strategy
- Mobile-retargeting campaign

✓ **REFRESHED COMPREHENSIVE SELL KITS**

- Go-to-market launch deck for digital network
- New, fresh professional photography for existing and new formats
- Custom interactive media maps
- Data-driven audience analysis
- New advertiser category sell sheets and market overviews

REVENUE MODEL



REVENUE MODEL

Commitment to RTA's Advertising Program

REVENUE MODEL

We are excited to present the following revenue proposal for RTA's consideration. In our proposal, we will pay to RTA the greater amount of the MAG or the total share of revenues, as calculated below.

CONTRACT YEAR	MINIMUM ANNUAL GUARANTEE (MAG)	BUS / STREETCAR REVENUE SHARE %	BUS SHELTER REVENUE SHARE %
1	\$1,750,000	60%	50% / 65%*
2	\$1,805,000	60%	50% / 65%*
3	\$1,860,000	60%	50% / 65%*
4	\$1,915,000	60%	50% / 65%*
5	\$1,970,000	60%	50% / 65%*
TOTAL	\$9,300,000		
6	\$2,030,000	60%	50% / 65%*
7	\$2,090,000	60%	50% / 65%*
8	\$2,150,000	60%	50% / 65%*
9	\$2,220,000	60%	50% / 65%*
10	\$2,285,000	60%	50% / 65%*
TOTAL	\$10,775,000		

*REVENUE SHARE

As noted in the table above, the share of revenues for the bus and streetcar exterior/interior formats will be calculated and paid based upon 60% of revenues sold and collected.

For purposes of calculating and paying the share of revenues for the bus shelters and ferry terminal, we will pay to RTA 50% of the first \$1,500,000 in revenues sold and collected. RTA would then be paid 65% of revenues sold and collected exceeding \$1,500,000. We provide estimated revenues and estimated payments to RTA based upon those projections on the following page.

REVENUE MODEL

Commitment to RTA's Advertising Program

REVENUE MODEL

As part of RTA's evaluation of the guaranteed revenues over the life of the contract, we believe it is important for RTA to understand what the percentage of revenue may represent based upon our projected revenues in each year. These projections do not account for the additional revenues we would project as part of the newly deployed digital network.

CONTRACT YEAR	EST. REVENUES BUS/ STREETCAR	EST. REVENUES BUS SHELTERS		MINIMUM ANNUAL GUARANTEE (MAG)	EST. OVERAGE PAYMENT FOR REV SHARE	EST. TOTAL ANNUAL PAYMENT TO RTA (MAG + REV SHARE)
1	\$2,500,000	\$1,500,000		\$1,750,000	\$500,000	\$2,250,000
2	\$2,575,000	\$1,545,000		\$1,805,000	\$519,250	\$2,324,250
3	\$2,652,250	\$1,591,350		\$1,860,000	\$540,728	\$2,400,728
4	\$2,731,818	\$1,639,091		\$1,915,000	\$564,499	\$2,479,499
5	\$2,813,772	\$1,688,263		\$1,970,000	\$590,634	\$2,560,634
6	\$2,898,185	\$1,738,911		\$2,030,000	\$614,203	\$2,644,203
7	\$2,985,131	\$1,791,078		\$2,090,000	\$640,279	\$2,730,279
8	\$3,074,685	\$1,844,811		\$2,150,000	\$668,938	\$2,818,938
9	\$3,166,925	\$1,900,155		\$2,220,000	\$690,256	\$2,910,256
10	\$3,261,933	\$1,957,160		\$2,285,000	\$719,314	\$3,004,314

PROPOSAL FOR FINANCING DIGITAL INFRASTRUCTURE | ASSIGNMENT OF OWNERSHIP OF BUS SHELTERS

Vector Media is also willing to finance the capital expenses needed for a mutually agreed upon digital and shelter infrastructure deployment. We welcome the opportunity to discuss the details of this arrangement.

Additionally, as RTA is aware, Vector Media owns 18 of the bus shelters in the RTA system. At the end of our agreement, RTA or a prospective new operator is required to purchase the bus shelters from Vector Media if RTA wishes to continue using them.

If Vector Media is awarded the new contract as part of this RFP, we would be willing to assign ownership of the bus shelters to RTA without further compensation - an estimated \$705,000 in value.