OUTFRONT

APPENDIX A - PROPOSAL WAYNE RESA RFP # WRESA-13-2023-2024-11

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BONUS: Purchase 5 bulletins and 15 posters outlined below and receive two best space available bonus posters and two space available digital bonus spots fore each flight.
(Bonus digital value is $6,650 per 4 week period. Bonus poster value is $1,600 per 4 week period. Total value depends on program dates.)

Rather than provide general market coverage at an average rate, I have hand selected high quality, good visibility locations, which are priced separately.
We are recommending static bulletins over digital bulletins so that you have 100% share of voice on each display; however, digital options can be provided upon request.
Locations were chosen to reach multiple and varied areas of Wayne County throughout the length of your campaign, which will keep your message fresh and provide broader reach over time. At time of contracting we will split the rate below into a space line item and production line item on the contract but the total cost remains the same.

Rate card pricing reflects general pricing a person will receive without having any program parameters set.
Individual rate is the discounted rate for the purchase of a few units for a shorter period of time.
Package rate applies to the purchase of this package. Rates could vary slightly depending upon program parameters and particularly the bulletin locations you decide to purchase.
Includes initial production - one vinyl per bulletin rotation, which means that the vinyl placed on unit #1276 from 04/01 - 05/26 will move to unit #1286 from 05/27 - 07/21 and so on, except where unit is a different size. One vinyl per poster included.

YEAR #1 (April 2024 - December 2024)

#	Loc #	Location Description		Copy Size	IMP 18+ Weekly	Start Date	End Date	Total # of Weeks	Rate Card	Discounted Individual Per Unit 4 Week Rate (Non Pkg Price)	Wayne RESA Discounted Pkg 4 Week Net Rate	Wayne RESA Total Net Rate
Flight #1: 04/01/24 - 05/26/24												
1	1276O	N. I-75 Fwy .2 mi S/O Nevada Ave W/S F/SE	Bulletins	14'x48'	542,359	04/01/24	05/26/24	8	$6,770.00	$4,100.00	$3,850.00	$7,700.00
2	1467O	E. I-94 Fwy E/O Malcomb St. N/S F/NE	Bulletins	20'x48'	530,314	04/01/24	05/26/24	8	$6,770.00	$3,850.00	$3,600.00	$7,200.00
3	2792O	Lodge Fwy. 730' N/O Seven Mile Rd. W/S F/E	Bulletins	14'x48'	267,920	04/01/24	05/26/24	8	$6,000.00	$3,600.00	$3,400.00	$6,800.00
4	2978O	I-96 Fwy & Grand River S/S F/N	Bulletins	20'x48'	450,984	04/01/24	05/26/24	8	$6,540.00	$3,950.00	$3,700.00	$7,400.00
5	3507O	W. I-94 Fwy E/O Southfield Fwy S/S F/NE	Bulletins	20'x60'	239,199	04/01/24	05/26/24	8	$6,540.00	$3,600.00	$3,400.00	$6,800.00
1	11101	E. Seven Mile W/O Queen N/S F/W	Posters	10'5"x22'8"	46,392	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00

2	14001	Gratiot Ave N/O Glenwood W/S F/S	Posters	10'5"x22'8"	96,854	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
3	12111	Van Dyke Ave (M-53) N/O Bliss Ave E/S F/S	Posters	10'5"x22'8"	69,365	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
4	11332	E. Seven Mile E/O Revere N/S F/E	Posters	10'5"x22'8"	41,912	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
5	15232	E. Warren W/O Marseilles S/S F/W	Posters	10'5"x22'8"	26,253	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
6	15761	Mack Ave & Newport SE/S F/E	Posters	10'5"x22'8"	49,932	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
7	31962	W. Jefferson N/O Labadie W/S F/N	Posters	10'5"x22'8"	50,064	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
8	33831	Ford Ave E/O Sixteenth St N/S F/W	Posters	10'5"x22'8"	94,533	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
9	34352	Middlebelt N/O Smith W/S F/N	Posters	10'5"x22'8"	62,622	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
10	26501	W. Warren E/O Pierson N/S F/W	Posters	10'5"x22'8"	62,473	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
11	24741	W. Seven Mile E/O Grand River N/S F/W	Posters	10'5"x22'8"	17,295	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
12	25901	W. Chicago W/O Decatur N/S F/W	Posters	10'5"x22'8"	23,540	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
13	15571	E. Forest & Cadillac E/S F/SW	Posters	10'5"x22'8"	19,583	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
14	26272	Joy E/O Quincy S/S F/W	Posters	10'5"x22'8"	40,936	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
15	34652	Inkster N/O Ann Arbor Trail W/S F/N	Posters	10'5"x22'8"	92,931	04/01/24	05/26/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00

#	Loc #	Location Description		Copy Size	IMP 18+ Weekly	Start Date	End Date	Total # of Weeks	Rate Card	Individual Per Unit 4 Week Rate (Non Pkg Price)	Wayne RESA Discounted Pkg 4 Week Net Rate	Wayne RESA Total Net Rate
Flight #2: 05/27/24 - 07/21/24												
1	1286O	N. I-75 Fwy S/O Holbrook Ave E/S F/NW	Bulletin	14'x48'	468,063	05/27/24	07/21/24	8	$6,000.00	$4,000.00	$3,850.00	$7,700.00
2	1449O	E. I-94 Fwy W/O Cadieux Rd S/S F/SW	Bulletin	14'x48'	422,452	05/27/24	07/21/24	8	$5,930.00	$3,650.00	$3,500.00	$7,000.00
3	3136O	S. I-75 Fwy N/O Schaefer W/S F/S	Bulletin	14'x48'	340,856	05/27/24	05/27/24	8	$5,540.00	$3,550.00	$3,450.00	$6,900.00
5	3531O	W. I-94 Fwy .8 mi E/O Wayne Rd N/S F/SW	Bulletin	14'x48'	388,535	05/27/24	07/21/24	8	$5,770.00	$3,300.00	$3,100.00	$6,200.00
6	95156O	Southfield Fwy. .3 mi N/O W. Warren E/S F/NW	Bulletin	14'x48'	449,554	05/27/24	07/21/24	8	$6,590.00	$4,100.00	$3,800.00	$7,600.00
1	1017S	Woodward Ave N/O E. Willis Ave E/S F/W	Posters	10'5"x22'8"	23,793	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
2	15121	Harper Ave E/O Nottingham Rd S/S F/E	Posters	10'5"x22'8"	5,714	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
3	15462	Conner N/O Canfield E/S F/SE	Posters	10'5"x22'8"	73,911	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
4	23152	Milwaukee & Third NW/S F/NE	Posters	10'5"x22'8"	28,238	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
5	25281	Puritan & Wildemere NE/S F/W	Posters	10'5"x22'8"	15,223	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
6	26791	W. Warren E/O Livernois N/S F/W	Posters	10'5"x22'8"	22,644	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
7	28361	Livernois S/O Alaska W/S F/N	Posters	10'5"x22'8"	27,543	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
8	28581	Rosa Parks Blvd S/O Davison Fwy (M-8) E/S F/S	Posters	10'5"x22'8"	20,926	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
9	29142	Greenfield Rd S/O Acacia W/S F/N	Posters	10'5"x22'8"	46,478	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
10	30261	Telegraph Rd S/O I-96 Fwy W/L F/N	Posters	10'5"x22'8"	199,439	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
11	30372	W. McNichols W/O Telegraph S/S F/W	Posters	10'5"x22'8"	54,985	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
12	30602	W. Fort & First NW/S F/NE	Posters	10'5"x22'8"	8,638	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
13	32151	Dix S/O Ward E/S F/N	Posters	10'5"x22'8"	99,786	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
14	32491	Southfield Rd W/O Washington Ave N/S F/W	Posters	10'5"x22'8"	87,369	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
15	34142	Pennsylvania E/O Telegraph N/S F/E	Posters	10'5"x22'8"	72,145	05/27/24	07/21/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00

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Flight #3: 07/22/24 - 09/15/24												
1	2976O	I-96 Fwy & Burlingame S/S F/N	Bulletins	14'x48'	415,675	07/22/24	09/15/24	8	$5,000.00	$3,650.00	$3,500.00	$7,000.00
2	2793O	Lodge Fwy. S/O Whitcomb Ave. W/S F/E	Bulletin	14'x48'	198,976	07/22/24	09/15/24	8	$5,110.00	$3,500.00	$3,400.00	$6,800.00
3	3133O	S. I-75 Fwy & Fort W/S F/NE	Bulletin	14'x48'	360,829	07/22/24	09/15/24	8	$5,820.00	$3,600.00	$3,450.00	$6,900.00
4	93989O	I-275 Fwy N/O Ecorse Rd W/S F/S	Bulletin	14'x48'	204,843	07/22/24	09/15/24	8	$6,270.00	$3,600.00	$3,400.00	$6,800.00
5	97237O	W. I-94 Fwy .7 mi W/O Greenfield Rd S/S F/NE	Bulletin	14'x48'	258,834	07/22/24	09/15/24	8	$5,540.00	$3,600.00	$3,400.00	$6,800.00
1	10281	Woodward Ave S/O Burroughs St W/S F/SE	Posters	10'5"x22'8"	45,710	07/22/24	09/15/24	8	$2,080.00	$1,500.00	$800.00	$1,600.00
2	11562	E. McNichols Rd. W/O Riopelle St. N/S F/E	Posters	10'5"x22'8"	47,448	07/22/24	09/15/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
3	12251	Van Dyke Ave (M-53) N/O Grinnell Ave W/S F/S	Posters	10'5"x22'8"	50,727	07/22/24	09/15/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
4	12991	Brush St N/O S. I-75 Fwy W/S F/SE	Posters	10'5"x22'8"	119,141	07/22/24	09/15/24	8	$2,310.00	$1,500.00	$800.00	$1,600.00
5	14252	Chalmers N/O Chelsea W/S F/N	Posters	10'5"x22'8"	26,292	07/22/24	09/15/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
6	14322	Kelly S/O Yorkshire E/S F/S	Posters	10'5"x22'8"	37,530	07/22/24	09/15/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
7	24141	Grand River Ave E/O Burgess N/S F/W	Posters	10'5"x22'8"	89,291	07/22/24	09/15/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
8	24491	W. Seven Mile E/O Schaefer S/S F/W	Posters	10'5"x22'8"	75,491	07/22/24	09/15/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
9	25021	Fenkell Ave E/O Whitcomb N/S F/W	Posters	10'5"x22'8"	58,698	07/22/24	09/15/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
10	27201	Michigan W/O Apple S/S F/E	Posters	10'5"x22'8"	37,872	07/22/24	09/15/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
11	32221	Oakwood & Clarann SW/S F/W	Posters	10'5"x22'8"	31,411	07/22/24	09/15/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
12	33342	Van Born Rd S/O John Daly St E/S F/W	Posters	10'5"x22'8"	69,946	07/22/24	09/15/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
13	34102	Pennsylvania W/O Electric S/S F/W	Posters	10'5"x22'8"	26,983	07/22/24	09/15/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
14	34182	Wayne S/O Goddard W/S F/N	Posters	10'5"x22'8"	31,211	07/22/24	09/15/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
15	38002	Mt Elliott St S/O Holborn St E/S F/SE	Posters	10'5"x22'8"	45,159	07/22/24	09/15/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00

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Flight #4: 09/16/24 - 11/10/24												
1	96008O	Davison Fwy W/O I-75 Fwy N/S F/SW	Bulletin	14'x48'	197,166	09/16/24	11/10/24	8	$3,500.00	$3,100.00	$2,900.00	$5,800.00
2	1276O	N. I-75 Fwy .2 mi S/O Nevada Ave W/S F/SE	Bulletin	14'x48'	542,359	09/16/24	11/10/24	8	$6,770.00	$4,100.00	$3,850.00	$7,700.00
3	1482O	E. I-94 Fwy E/O Chene St E/S F/SW	Bulletin	20'x60'	637,875	09/16/24	11/10/24	8	$8,080.00	$4,100.00	$3,800.00	$7,600.00
4	2549O	I-96 Fwy E/O Telegraph N/S F/W	Bulletin	14'x48'	434,903	09/16/24	11/10/24	8	$6,310.00	$3,950.00	$3,750.00	$7,500.00
5A	97237O	W. I-94 Fwy .7 mi W/O Greenfield Rd S/S F/NE	Bulletin	14'x48'	258,834	09/16/24	11/10/24	8	$5,540.00	$3,600.00	$3,400.00	$6,800.00
5B	2920O	Southfield Fwy. N/O Orangelawn Rd. W/S F/S	Bulletin	14'x48'	472,254	10/14/24	11/10/24	8	$5,390.00	$3,900.00	$3,750.00	$7,500.00
1	11851	E. McNichols E/O Ryan S/S F/E	Posters	10'5"x22'8"	16,721	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
2	1321S	E. Grand Blvd W/O I-75 S/S F/E	Posters	10'5"x22'8"	10,839	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
3	13551	Gratiot Ave S/O Concord E/S F/N	Posters	10'5"x22'8"	74,984	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
4	14302	Hayes St N/O Faircrest St E/S F/S	Posters	10'5"x22'8"	24,455	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
5	15022	Conner St N/O Maiden St E/S F/SE	Posters	10'5"x22'8"	96,642	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
6	24801	W. McNichols E/O Snowden N/S F/W	Posters	10'5"x22'8"	84,333	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
7	28071	Livernois & Ellsworth SW/S F/SE	Posters	10'5"x22'8"	63,936	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
8	32672	Allen Rd N/O Northline Rd E/S F/S	Posters	10'5"x22'8"	116,925	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
9	33481	Ecorse Rd. E/O Wayne Course St. N/S F/W	Posters	10'5"x22'8"	45,412	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
10	33681	Ecorse E/O Norwood N/S F/W	Posters	10'5"x22'8"	94,395	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
11	34081	Eureka E/O Twelfth N/S F/W	Posters	10'5"x22'8"	86,680	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
12	9-6094O	Telegraph N/O Van Born, ES F/S	Posters	10'5"x22'8"	184,495	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
13	22992	Cass Ave. S/O Grand River Ave. E/S F/SE	Posters	10'5"x22'8"	59,362	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
14	24012	Grand River Ave & Beaverland NW/S F/E	Posters	10'5"x22'8"	92,319	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00
15	25682	Plymouth Rd W/O Faust Ave N/S F/E	Posters	10'5"x22'8"	41,596	09/16/24	11/10/24	8	$1,470.00	$1,500.00	$800.00	$1,600.00

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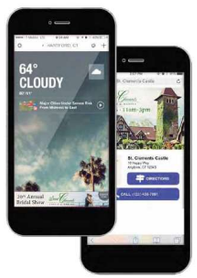
Flight #5: 11/11/24 - 01/05/24												
1	95710O	S. I-75 Fwy. S/O Rouge River W/S F/SW	Bulletin	14'x48'	297,496	11/11/24	01/05/25	8	$95,710.00	$3,600.00	$3,450.00	$6,900.00
2	1250O	N. I-75 Fwy .1 mi S/O Nevada Ave W/S F/NW	Bulletin	14'x48'	622,315	11/11/24	01/05/25	8	$8,600.00	$4,100.00	$3,850.00	$7,700.00
3	1500O	E. I-94 Fwy 1000' E/O Malcomb N/S F/NE	Bulletin	14'x48'	470,681	11/11/24	01/05/25	8	$5,620.00	$3,700.00	$3,500.00	$7,000.00
4	2787O	Lodge Fwy. S/O Puritan Ave. WS F/E	Bulletin	14'x48'	254,682	11/11/24	01/05/25	8	$5,340.00	$3,550.00	$3,400.00	$6,800.00
5	97236O	W. I-94 Fwy .7 mi W/O Greenfield Rd S/S F/SW	Bulletin	14'x48'	333,960	11/11/24	01/05/25	8	$6,110.00	$3,700.00	$3,500.00	$7,000.00
1	34821	Ford Rd W/O Venoy N/S F/W	Posters	10'5"x22'8"	112,270	11/11/24	01/05/25	8	$1,770.00	$1,500.00	$800.00	$1,600.00
2	10010O	Schaefer S/O I-94 Fwy W/S F/N	Posters	10'5"x22'8"	55,780	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
3	11922	Mound Rd S/O Seven Mile Rd E/S F/S	Posters	10'5"x22'8"	77,266	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
4	12571	E. Davison St. E/O Mound Rd. N/S F/E	Posters	10'5"x22'8"	46,660	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
5	26181	Joy W/O Cloverlawn S/S F/E	Posters	10'5"x22'8"	30,564	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
6	29601	Evergreen Rd N/O I-96 Fwy E/S F/N	Posters	10'5"x22'8"	57,938	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
7	32212	Dix S/O Richmond E/S F/S	Posters	10'5"x22'8"	165,114	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
8	3288S	Telegraph N/O Pardee E/S F/S	Posters	10'5"x22'8"	80,383	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
9	34302	Middlebelt N/O Mackenzie E/S F/S	Posters	10'5"x22'8"	118,338	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
10	34711	Cherry Hill Rd .25 mi W/O S. Newburgh S/S F/E	Posters	10'5"x22'8"	59,039	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
11	16341	E. Jefferson & Meldrum E/S F/W	Posters	10'5"x22'8"	116,237	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
12	31561	Dix & Pitt SE/S F/E	Posters	10'5"x22'8"	18,417	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
13	32592	Allen Rd S/O Lada Dr W/S F/NE	Posters	10'5"x22'8"	41,426	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
14	34741	W. Seven Mile W/O Beech Daly N/S F/E	Posters	10'5"x22'8"	32,244	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
15	10612	Woodward Ave N/O W. Seven Mile Rd E/S F/S	Posters	10'5"x22'8"	95,841	11/11/24	01/05/25	8	$1,470.00	$1,500.00	$800.00	$1,600.00
											Year 1 Total Billboard Cost:	*$303,900.00*
											Year 1 Total Mobile Device:	*$10,000.00*
											Year 1 Total Cost:	**$313,900.00**

MOBILE DEVICE MEDIA

Banner ads that pop up on cell phone devices.
Dates: 04/01/24 - 03/28/27 (3 Years)
Geography: Wayne County, MI
# of Impressions: 1,111,111
$10,000 Net Per Year



YEAR #2 (February 2025 - December 2025)

Guaranteed locations for year 2 and 3 charted closer to start dates and based on Wayne RESA requested information and input.

#	Loc #	Location Description		Copy Size	IMP 18+ Weekly	Start Date	End Date	Total # of Weeks	Rate Card	Individual Per Unit 4 Week Rate (Non Pkg Price)	Wayne RESA Discounted Pkg 4 Week Net Rate	Wayne RESA Total Net Rate
Flight #1: 02/03/25 - 03/30/25												
1	1276O	N. I-75 Fwy .2 mi S/O Nevada Ave W/S F/SE	Bulletins	14'x48'	542,359	04/01/24	05/26/24	8	$6,770.00	$8,489.25	$4,042.50	$8,085.00
2	1467O	E. I-94 Fwy E/O Malcomb St. N/S F/NE	Bulletins	20'x48'	530,314	04/01/24	05/26/24	8	$6,770.00	$7,938.00	$3,780.00	$7,560.00
3	2792O	Lodge Fwy. 730' N/O Seven Mile Rd. W/S F/E	Bulletins	14'x48'	267,920	04/01/24	05/26/24	8	$6,000.00	$7,497.00	$3,570.00	$7,140.00
4	2978O	I-96 Fwy & Grand River S/S F/N	Bulletins	20'x48'	450,984	04/01/24	05/26/24	8	$6,540.00	$8,158.50	$3,885.00	$7,770.00
5	3507O	W. I-94 Fwy E/O Southfield Fwy S/S F/NE	Bulletins	20'x60'	239,199	04/01/24	05/26/24	8	$6,540.00	$7,497.00	$3,570.00	$7,140.00
1	11101	E. Seven Mile W/O Queen N/S F/W	Posters	10'5"x22'8"	46,392	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
2	14001	Gratiot Ave N/O Glenwood W/S F/S	Posters	10'5"x22'8"	96,854	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
3	12111	Van Dyke Ave (M-53) N/O Bliss Ave E/S F/S	Posters	10'5"x22'8"	69,365	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
4	11332	E. Seven Mile E/O Revere N/S F/E	Posters	10'5"x22'8"	41,912	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
5	15232	E. Warren W/O Marseilles S/S F/W	Posters	10'5"x22'8"	26,253	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
6	15761	Mack Ave & Newport SE/S F/E	Posters	10'5"x22'8"	49,932	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
7	31962	W. Jefferson N/O Labadie W/S F/N	Posters	10'5"x22'8"	50,064	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
8	33831	Ford Ave E/O Sixteenth St N/S F/W	Posters	10'5"x22'8"	94,533	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
9	34352	Middlebelt N/O Smith W/S F/N	Posters	10'5"x22'8"	62,622	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
10	26501	W. Warren E/O Pierson N/S F/W	Posters	10'5"x22'8"	62,473	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
11	24741	W. Seven Mile E/O Grand River N/S F/W	Posters	10'5"x22'8"	17,295	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
12	25901	W. Chicago W/O Decatur N/S F/W	Posters	10'5"x22'8"	23,540	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
13	15571	E. Forest & Cadillac E/S F/SW	Posters	10'5"x22'8"	19,583	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
14	26272	Joy E/O Quincy S/S F/W	Posters	10'5"x22'8"	40,936	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
15	34652	Inkster N/O Ann Arbor Trail W/S F/N	Posters	10'5"x22'8"	92,931	04/01/24	05/26/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00

#	Loc #	Location Description		Copy Size	IMP 18+ Weekly	Start Date	End Date	Total # of Weeks	Rate Card	Individual Per Unit 4 Week Rate (Non Pkg Price)	Wayne RESA Discounted Pkg 4 Week Net Rate	Wayne RESA Total Net Rate
Flight #2: 03/31/25 - 05/25/25												
1	1286O	N. I-75 Fwy S/O Holbrook Ave E/S F/NW	Bulletin	14'x48'	468,063	05/27/24	07/21/24	8	$6,000.00	$4,200.00	$4,042.50	$8,085.00
2	1449O	E. I-94 Fwy W/O Cadieux Rd S/S F/SW	Bulletin	14'x48'	422,452	05/27/24	07/21/24	8	$5,930.00	$3,832.50	$3,675.00	$7,350.00
3	3136O	S. I-75 Fwy N/O Schaefer W/S F/S	Bulletin	14'x48'	340,856	05/27/24	05/27/24	8	$5,540.00	$3,727.50	$3,622.50	$7,245.00
5	3531O	W. I-94 Fwy .8 mi E/O Wayne Rd N/S F/SW	Bulletin	14'x48'	388,535	05/27/24	07/21/24	8	$5,770.00	$3,465.00	$3,360.00	$6,720.00
6	95156O	Southfield Fwy. .3 mi N/O W. Warren E/S F/NW	Bulletin	14'x48'	449,554	05/27/24	07/21/24	8	$6,590.00	$4,305.00	$3,990.00	$7,980.00
1	1017S	Woodward Ave N/O E. Willis Ave E/S F/W	Posters	10'5"x22'8"	23,793	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
2	15121	Harper Ave E/O Nottingham Rd S/S F/E	Posters	10'5"x22'8"	5,714	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
3	15462	Conner N/O Canfield E/S F/SE	Posters	10'5"x22'8"	73,911	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
4	23152	Milwaukee & Third NW/S F/NE	Posters	10'5"x22'8"	28,238	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
5	25281	Puritan & Wildemere NE/S F/W	Posters	10'5"x22'8"	15,223	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
6	26791	W. Warren E/O Livernois N/S F/W	Posters	10'5"x22'8"	22,644	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
7	28361	Livernois S/O Alaska W/S F/N	Posters	10'5"x22'8"	27,543	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
8	28581	Rosa Parks Blvd S/O Davison Fwy (M-8) E/S F/S	Posters	10'5"x22'8"	20,926	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
9	29142	Greenfield Rd S/O Acacia W/S F/N	Posters	10'5"x22'8"	46,478	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
10	30261	Telegraph Rd S/O I-96 Fwy W/L F/N	Posters	10'5"x22'8"	199,439	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
11	30372	W. McNichols W/O Telegraph S/S F/W	Posters	10'5"x22'8"	54,985	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
12	30602	W. Fort & First NW/S F/NE	Posters	10'5"x22'8"	8,638	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
13	32151	Dix S/O Ward E/S F/N	Posters	10'5"x22'8"	99,786	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
14	32491	Southfield Rd W/O Washington Ave N/S F/W	Posters	10'5"x22'8"	87,369	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
15	34142	Pennsylvania E/O Telegraph N/S F/E	Posters	10'5"x22'8"	72,145	05/27/24	07/21/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00

#	Loc #	Location Description		Copy Size	IMP 18+ Weekly	Start Date	End Date	Total # of Weeks	Rate Card	Individual Per Unit 4 Week Rate (Non Pkg Price)	Wayne RESA Discounted Pkg 4 Week Net Rate	Wayne RESA Total Net Rate
Flight #3: 05/26/25 - 07/20/25												
1	2976O	I-96 Fwy & Burlingame S/S F/N	Bulletins	14'x48'	415,675	07/22/24	09/15/24	8	$5,000.00	$3,832.50	$3,780.00	$7,560.00
2	2793O	Lodge Fwy. S/O Whitcomb Ave. W/S F/E	Bulletin	14'x48'	198,976	07/22/24	09/15/24	8	$5,110.00	$3,675.00	$3,570.00	$7,140.00
3	3133O	S. I-75 Fwy & Fort W/S F/NE	Bulletin	14'x48'	360,829	07/22/24	09/15/24	8	$5,820.00	$3,780.00	$3,622.50	$7,245.00
4	93989O	I-275 Fwy N/O Ecorse Rd W/S F/S	Bulletin	14'x48'	204,843	07/22/24	09/15/24	8	$6,270.00	$3,780.00	$3,570.00	$7,140.00
5	97237O	W. I-94 Fwy .7 mi W/O Greenfield Rd S/S F/NE	Bulletin	14'x48'	258,834	07/22/24	09/15/24	8	$5,540.00	$3,780.00	$3,570.00	$7,140.00
1	10281	Woodward Ave S/O Burroughs St W/S F/SE	Posters	10'5"x22'8"	45,710	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
2	11562	E. McNichols Rd. W/O Riopelle St. N/S F/E	Posters	10'5"x22'8"	47,448	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
3	12251	Van Dyke Ave (M-53) N/O Grinnell Ave W/S F/S	Posters	10'5"x22'8"	50,727	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
4	12991	Brush St N/O S. I-75 Fwy W/S F/SE	Posters	10'5"x22'8"	119,141	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
5	14252	Chalmers N/O Chelsea W/S F/N	Posters	10'5"x22'8"	26,292	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
6	14322	Kelly S/O Yorkshire E/S F/S	Posters	10'5"x22'8"	37,530	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
7	24141	Grand River Ave E/O Burgess N/S F/W	Posters	10'5"x22'8"	89,291	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
8	24491	W. Seven Mile E/O Schaefer S/S F/W	Posters	10'5"x22'8"	75,491	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
9	25021	Fenkell Ave E/O Whitcomb N/S F/W	Posters	10'5"x22'8"	58,698	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
10	27201	Michigan W/O Apple S/S F/E	Posters	10'5"x22'8"	37,872	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
11	32221	Oakwood & Clarann SW/S F/W	Posters	10'5"x22'8"	31,411	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
12	33342	Van Born Rd S/O John Daly St E/S F/W	Posters	10'5"x22'8"	69,946	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
13	34102	Pennsylvania W/O Electric S/S F/W	Posters	10'5"x22'8"	26,983	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
14	34182	Wayne S/O Goddard W/S F/N	Posters	10'5"x22'8"	31,211	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
15	38002	Mt Elliott St S/O Holborn St E/S F/SE	Posters	10'5"x22'8"	45,159	07/22/24	09/15/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00

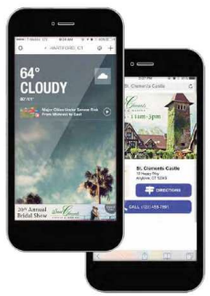
#	Loc #	Location Description		Copy Size	IMP 18+ Weekly	Start Date	End Date	Total # of Weeks	Rate Card	Individual Per Unit 4 Week Rate (Non Pkg Price)	Wayne RESA Discounted Pkg 4 Week Net Rate	Wayne RESA Total Net Rate
Flight #4: 07/21/25 - 09/14/25												
1	96008O	Davison Fwy W/O I-75 Fwy N/S F/SW	Bulletin	14'x48'	197,166	09/16/24	11/10/24	8	$3,500.00	$3,255.00	$3,150.00	$6,300.00
2	1276O	N. I-75 Fwy .2 mi S/O Nevada Ave W/S F/SE	Bulletin	14'x48'	542,359	09/16/24	11/10/24	8	$6,770.00	$4,305.00	$4,042.50	$8,085.00
3	1482O	E. I-94 Fwy E/O Chene St E/S F/SW	Bulletin	20'x60'	637,875	09/16/24	11/10/24	8	$8,080.00	$4,305.00	$3,990.00	$7,980.00
4	2549O	I-96 Fwy E/O Telegraph N/S F/W	Bulletin	14'x48'	434,903	09/16/24	11/10/24	8	$6,310.00	$4,147.50	$3,937.50	$7,875.00
5A	97237O	W. I-94 Fwy .7 mi W/O Greenfield Rd S/S F/NE	Bulletin	14'x48'	258,834	09/16/24	11/10/24	8	$5,540.00	$3,780.00	$3,570.00	$7,140.00
5B	2920O	Southfield Fwy. N/O Orangelawn Rd. W/S F/S	Bulletin	14'x48'	472,254	10/14/24	11/10/24	8	$5,390.00	$4,095.00	$3,937.50	$7,875.00
1	11851	E. McNichols E/O Ryan S/S F/E	Posters	10'5"x22'8"	16,721	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
2	1321S	E. Grand Blvd W/O I-75 S/S F/E	Posters	10'5"x22'8"	10,839	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
3	13551	Gratiot Ave S/O Concord E/S F/N	Posters	10'5"x22'8"	74,984	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
4	14302	Hayes St N/O Faircrest St E/S F/S	Posters	10'5"x22'8"	24,455	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
5	15022	Conner St N/O Maiden St E/S F/SE	Posters	10'5"x22'8"	96,642	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
6	24801	W. McNichols E/O Snowden N/S F/W	Posters	10'5"x22'8"	84,333	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
7	28071	Livernois & Ellsworth SW/S F/SE	Posters	10'5"x22'8"	63,936	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
8	32672	Allen Rd N/O Northline Rd E/S F/S	Posters	10'5"x22'8"	116,925	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
9	33481	Ecorse Rd. E/O Wayne Course St. N/S F/W	Posters	10'5"x22'8"	45,412	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
10	33681	Ecorse E/O Norwood N/S F/W	Posters	10'5"x22'8"	94,395	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
11	34081	Eureka E/O Twelfth N/S F/W	Posters	10'5"x22'8"	86,680	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
12	9-6094O	Telegraph N/O Van Born, ES F/S	Posters	10'5"x22'8"	184,495	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
13	22992	Cass Ave. S/O Grand River Ave. E/S F/SE	Posters	10'5"x22'8"	59,362	09/16/24	11/10/24	8	$2,540.00	$1,575.00	$840.00	$1,680.00
14	24012	Grand River Ave & Beaverland NW/S F/E	Posters	10'5"x22'8"	92,319	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00
15	25682	Plymouth Rd W/O Faust Ave N/S F/E	Posters	10'5"x22'8"	41,596	09/16/24	11/10/24	8	$1,470.00	$1,575.00	$840.00	$1,680.00

#	Loc #	Location Description		Copy Size	IMP 18+ Weekly	Start Date	End Date	Total # of Weeks	Rate Card	Individual Per Unit 4 Week Rate (Non Pkg Price)	Wayne RESA Discounted Pkg 4 Week Net Rate	Wayne RESA Total Net Rate
Flight #5: 09/15/25 - 11/09/25												
1	95710O	S. I-75 Fwy. S/O Rouge River W/S F/SW	Bulletin	14'x48'	297,496	11/11/24	01/05/25	8	$6,390.00	$3,780.00	$3,622.50	$7,245.00
2	1250O	N. I-75 Fwy .1 mi S/O Nevada Ave W/S F/NW	Bulletin	14'x48'	622,315	11/11/24	01/05/25	8	$8,600.00	$4,305.00	$4,042.50	$8,085.00
3	1500O	E. I-94 Fwy 1000' E/O Malcomb N/S F/NE	Bulletin	14'x48'	470,681	11/11/24	01/05/25	8	$5,620.00	$3,885.00	$3,675.00	$7,350.00
4	2787O	Lodge Fwy. S/O Puritan Ave. WS F/E	Bulletin	14'x48'	254,682	11/11/24	01/05/25	8	$5,340.00	$3,727.50	$3,570.00	$7,140.00
5	97236O	W. I-94 Fwy .7 mi W/O Greenfield S/S F/SW	Bulletin	14'x48'	333,960	11/11/24	01/05/25	8	$6,110.00	$3,885.00	$3,675.00	$7,350.00
1	34821	Ford Rd W/O Venoy N/S F/W	Posters	10'5"x22'8"	112,270	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
2	10010O	Schaefer S/O I-94 Fwy W/S F/N	Posters	10'5"x22'8"	55,780	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
3	11922	Mound Rd S/O Seven Mile Rd E/S F/S	Posters	10'5"x22'8"	77,266	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
4	12571	E. Davison St. E/O Mound Rd. N/S F/E	Posters	10'5"x22'8"	46,660	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
5	26181	Joy W/O Cloverlawn S/S F/E	Posters	10'5"x22'8"	30,564	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
6	29601	Evergreen Rd N/O I-96 Fwy E/S F/N	Posters	10'5"x22'8"	57,938	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
7	32212	Dix S/O Richmond E/S F/S	Posters	10'5"x22'8"	165,114	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
8	3288S	Telegraph N/O Pardee E/S F/S	Posters	10'5"x22'8"	80,383	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
9	34302	Middlebelt N/O Mackenzie E/S F/S	Posters	10'5"x22'8"	118,338	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
10	34711	Cherry Hill Rd .25 mi W/O S. Newburgh S/S F/E	Posters	10'5"x22'8"	59,039	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
11	16341	E. Jefferson & Meldrum E/S F/W	Posters	10'5"x22'8"	116,237	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
12	31561	Dix & Pitt SE/S F/E	Posters	10'5"x22'8"	18,417	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
13	32592	Allen Rd S/O Lada Dr W/S F/NE	Posters	10'5"x22'8"	41,426	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
14	34741	W. Seven Mile W/O Beech Daly N/S F/E	Posters	10'5"x22'8"	32,244	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00
15	10612	Woodward Ave N/O W. Seven Mile Rd E/S F/S	Posters	10'5"x22'8"	95,841	11/11/24	01/05/25	8	$1,470.00	$1,575.00	$840.00	$1,680.00

#	Loc #	Location Description		Copy Size	IMP 18+ Weekly	Start Date	End Date	Total # of Weeks	Rate Card	Individual Per Unit 4 Week Rate (Non Pkg Price)	Wayne RESA Discounted Pkg 4 Week Net Rate	Wayne RESA Total Net Rate
Flight #6: 11/10/25 - 01/04/25												
1	1276O	N. I-75 Fwy .2 mi S/O Nevada Ave W/S F/SE	Bulletins	14'x48'	542,359	01/06/25	03/30/25	12	$6,770.00	$4,305.00	$4,042.50	$12,127.50
2	1467O	E. I-94 Fwy E/O Malcomb St. N/S F/NE	Bulletins	20'x48'	530,314	01/06/25	03/30/25	12	$6,770.00	$4,042.50	$3,675.00	$11,025.00
3	2792O	Lodge Fwy. 730' N/O Seven Mile Rd. W/S F/E	Bulletins	14'x48'	267,920	01/06/25	03/30/25	12	$6,000.00	$3,780.00	$3,622.50	$10,867.50
4	2978O	I-96 Fwy & Grand River S/S F/N	Bulletins	20'x48'	450,984	01/06/25	03/30/25	12	$6,540.00	$4,147.50	$3,832.50	$11,497.50
5	3507O	W. I-94 Fwy E/O Southfield Fwy S/S F/NE	Bulletins	20'x60'	239,199	01/06/25	03/30/25	12	$6,540.00	$3,780.00	$3,570.00	$10,710.00
1	10281	Woodward Ave S/O Burroughs St W/S F/SE	Posters	10'5"x22'8"	45,710	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
2	11562	E. McNichols Rd. W/O Riopelle St. N/S F/E	Posters	10'5"x22'8"	47,448	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
3	12251	Van Dyke Ave (M-53) N/O Grinnell Ave W/S F/S	Posters	10'5"x22'8"	50,727	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
4	12991	Brush St N/O S. I-75 Fwy W/S F/SE	Posters	10'5"x22'8"	119,141	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
5	14252	Chalmers N/O Chelsea W/S F/N	Posters	10'5"x22'8"	26,292	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
6	14322	Kelly S/O Yorkshire E/S F/S	Posters	10'5"x22'8"	37,530	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
7	24141	Grand River Ave E/O Burgess N/S F/W	Posters	10'5"x22'8"	89,291	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
8	24491	W. Seven Mile E/O Schaefer S/S F/W	Posters	10'5"x22'8"	75,491	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
9	25021	Fenkell Ave E/O Whitcomb N/S F/W	Posters	10'5"x22'8"	58,698	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
10	27201	Michigan W/O Apple S/S F/E	Posters	10'5"x22'8"	37,872	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
11	32221	Oakwood & Clarann SW/S F/W	Posters	10'5"x22'8"	31,411	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
12	33342	Van Born Rd S/O John Daly St E/S F/W	Posters	10'5"x22'8"	69,946	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
13	34102	Pennsylvania W/O Electric S/S F/W	Posters	10'5"x22'8"	26,983	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
14	34182	Wayne S/O Goddard W/S F/N	Posters	10'5"x22'8"	31,211	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
15	38002	Mt Elliott St S/O Holborn St E/S F/SE	Posters	10'5"x22'8"	45,159	01/06/25	03/30/25	12	$1,470.00	$1,575.00	$840.00	$2,520.00
											Year 1 Total Billboard Cost:	*$413,752.50*
											Year 1 Total Mobile Device:	*$10,000.00*
											Year 1 Total Cost:	**$423,752.50**

MOBILE DEVICE MEDIA

Banner ads that pop up on cell phone devices.
Dates: 04/01/24 - 03/28/27 (3 Years)
Geography: Wayne County, MI
# of Impressions: 1,111,111
$10,000 Net Per Year



YEAR #3 (February 2026 - December 2026)

Guaranteed locations for year 2 and 3 charted closer to start dates and based on Wayne RESA requested information and input.

#	Loc #	Location Description		Copy Size	IMP 18+ Weekly	Start Date	End Date	Total # of Weeks	Rate Card	Individual Per Unit 4 Week Rate (Non Pkg Price)	Wayne RESA Discounted Pkg 4 Week Net Rate	Wayne RESA Total Net Rate
Flight #1: 02/03/25 - 03/30/25												
1	1276O	N. I-75 Fwy .2 mi S/O Nevada Ave W/S F/SE	Bulletins	14'x48'	542,359	04/01/24	05/26/24	8	$6,770.00	$4,305.00	$4,244.50	$8,489.00
2	1467O	E. I-94 Fwy E/O Malcomb St. N/S F/NE	Bulletins	20'x48'	530,314	04/01/24	05/26/24	8	$6,770.00	$4,042.50	$3,969.00	$7,938.00
3	2792O	Lodge Fwy. 730' N/O Seven Mile Rd. W/S F/E	Bulletins	14'x48'	267,920	04/01/24	05/26/24	8	$6,000.00	$3,780.00	$3,748.50	$7,497.00
4	2978O	I-96 Fwy & Grand River S/S F/N	Bulletins	20'x48'	450,984	04/01/24	05/26/24	8	$6,540.00	$4,147.50	$4,079.25	$8,158.50
5	3507O	W. I-94 Fwy E/O Southfield Fwy S/S F/NE	Bulletins	20'x60'	239,199	04/01/24	05/26/24	8	$6,540.00	$3,780.00	$3,748.50	$7,497.00
1	11101	E. Seven Mile W/O Queen N/S F/W	Posters	10'5"x22'8"	46,392	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
2	14001	Gratiot Ave N/O Glenwood W/S F/S	Posters	10'5"x22'8"	96,854	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
3	12111	Van Dyke Ave (M-53) N/O Bliss Ave E/S F/S	Posters	10'5"x22'8"	69,365	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
4	11332	E. Seven Mile E/O Revere N/S F/E	Posters	10'5"x22'8"	41,912	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
5	15232	E. Warren W/O Marseilles S/S F/W	Posters	10'5"x22'8"	26,253	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
6	15761	Mack Ave & Newport SE/S F/E	Posters	10'5"x22'8"	49,932	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
7	31962	W. Jefferson N/O Labadie W/S F/N	Posters	10'5"x22'8"	50,064	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
8	33831	Ford Ave E/O Sixteenth St N/S F/W	Posters	10'5"x22'8"	94,533	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
9	34352	Middlebelt N/O Smith W/S F/N	Posters	10'5"x22'8"	62,622	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
10	26501	W. Warren E/O Pierson N/S F/W	Posters	10'5"x22'8"	62,473	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
11	24741	W. Seven Mile E/O Grand River N/S F/W	Posters	10'5"x22'8"	17,295	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
12	25901	W. Chicago W/O Decatur N/S F/W	Posters	10'5"x22'8"	23,540	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
13	15571	E. Forest & Cadillac E/S F/SW	Posters	10'5"x22'8"	19,583	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
14	26272	Joy E/O Quincy S/S F/W	Posters	10'5"x22'8"	40,936	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
15	34652	Inkster N/O Ann Arbor Trail W/S F/N	Posters	10'5"x22'8"	92,931	04/01/24	05/26/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00

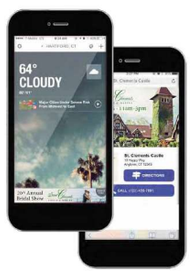
#	Loc #	Location Description		Copy Size	IMP 18+ Weekly	Start Date	End Date	Total # of Weeks	Rate Card	Individual Per Unit 4 Week Rate (Non Pkg Price)	Wayne RESA Discounted Pkg 4 Week Net Rate	Wayne RESA Total Net Rate
Flight #2: 03/31/25 - 05/25/25												
1	1286O	N. I-75 Fwy S/O Holbrook Ave E/S F/NW	Bulletin	14'x48'	468,063	05/27/24	07/21/24	8	$6,000.00	$4,200.00	$4,244.50	$8,489.00
2	1449O	E. I-94 Fwy W/O Cadieux Rd S/S F/SW	Bulletin	14'x48'	422,452	05/27/24	07/21/24	8	$5,930.00	$3,832.50	$3,858.75	$7,717.50
3	3136O	S. I-75 Fwy N/O Schaefer W/S F/S	Bulletin	14'x48'	340,856	05/27/24	05/27/24	8	$5,540.00	$3,727.50	$3,803.50	$7,607.00
5	3531O	W. I-94 Fwy .8 mi E/O Wayne Rd N/S F/SW	Bulletin	14'x48'	388,535	05/27/24	07/21/24	8	$5,770.00	$3,465.00	$3,528.00	$7,056.00
6	95156O	Southfield Fwy. .3 mi N/O W. Warren E/S F/NW	Bulletin	14'x48'	449,554	05/27/24	07/21/24	8	$6,590.00	$4,305.00	$4,189.50	$8,379.00
1	1017S	Woodward Ave N/O E. Willis Ave E/S F/W	Posters	10'5"x22'8"	23,793	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
2	15121	Harper Ave E/O Nottingham Rd S/S F/E	Posters	10'5"x22'8"	5,714	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
3	15462	Conner N/O Canfield E/S F/SE	Posters	10'5"x22'8"	73,911	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
4	23152	Milwaukee & Third NW/S F/NE	Posters	10'5"x22'8"	28,238	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
5	25281	Puritan & Wildemere NE/S F/W	Posters	10'5"x22'8"	15,223	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
6	26791	W. Warren E/O Livernois N/S F/W	Posters	10'5"x22'8"	22,644	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
7	28361	Livernois S/O Alaska W/S F/N	Posters	10'5"x22'8"	27,543	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
8	28581	Rosa Parks Blvd S/O Davison Fwy (M-8) E/S F/S	Posters	10'5"x22'8"	20,926	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
9	29142	Greenfield Rd S/O Acacia W/S F/N	Posters	10'5"x22'8"	46,478	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
10	30261	Telegraph Rd S/O I-96 Fwy W/L F/N	Posters	10'5"x22'8"	199,439	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
11	30372	W. McNichols W/O Telegraph S/S F/W	Posters	10'5"x22'8"	54,985	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
12	30602	W. Fort & First NW/S F/NE	Posters	10'5"x22'8"	8,638	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
13	32151	Dix S/O Ward E/S F/N	Posters	10'5"x22'8"	99,786	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
14	32491	Southfield Rd W/O Washington Ave N/S F/W	Posters	10'5"x22'8"	87,369	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
15	34142	Pennsylvania E/O Telegraph N/S F/E	Posters	10'5"x22'8"	72,145	05/27/24	07/21/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00

#	Loc #	Location Description		Copy Size	IMP 18+ Weekly	Start Date	End Date	Total # of Weeks	Rate Card	Individual Per Unit 4 Week Rate (Non Pkg Price)	Wayne RESA Discounted Pkg 4 Week Net Rate	Wayne RESA Total Net Rate
Flight #3: 05/26/25 - 07/20/25												
1	2976O	I-96 Fwy & Burlingame S/S F/N	Bulletins	14'x48'	415,675	07/22/24	09/15/24	8	$5,000.00	$8,751.65	$3,969.00	$7,938.00
2	2793O	Lodge Fwy. S/O Whitcomb Ave. W/S F/E	Bulletin	14'x48'	198,976	07/22/24	09/15/24	8	$5,110.00	$8,265.44	$3,748.50	$7,497.00
3	3133O	S. I-75 Fwy & Fort W/S F/NE	Bulletin	14'x48'	360,829	07/22/24	09/15/24	8	$5,820.00	$8,386.72	$3,803.50	$7,607.00
4	93989O	I-275 Fwy N/O Ecorse Rd W/S F/S	Bulletin	14'x48'	204,843	07/22/24	09/15/24	8	$6,270.00	$8,265.44	$3,748.50	$7,497.00
5	97237O	W. I-94 Fwy .7 mi W/O Greenfield Rd S/S F/NE	Bulletin	14'x48'	258,834	07/22/24	09/15/24	8	$5,540.00	$8,265.44	$3,748.50	$7,497.00
1	10281	Woodward Ave S/O Burroughs St W/S F/SE	Posters	10'5"x22'8"	45,710	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
2	11562	E. McNichols Rd. W/O Riopelle St. N/S F/E	Posters	10'5"x22'8"	47,448	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
3	12251	Van Dyke Ave (M-53) N/O Grinnell Ave W/S F/S	Posters	10'5"x22'8"	50,727	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
4	12991	Brush St N/O S. I-75 Fwy W/S F/SE	Posters	10'5"x22'8"	119,141	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
5	14252	Chalmers N/O Chelsea W/S F/N	Posters	10'5"x22'8"	26,292	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
6	14322	Kelly S/O Yorkshire E/S F/S	Posters	10'5"x22'8"	37,530	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
7	24141	Grand River Ave E/O Burgess N/S F/W	Posters	10'5"x22'8"	89,291	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
8	24491	W. Seven Mile E/O Schaefer S/S F/W	Posters	10'5"x22'8"	75,491	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
9	25021	Fenkell Ave E/O Whitcomb N/S F/W	Posters	10'5"x22'8"	58,698	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
10	27201	Michigan W/O Apple S/S F/E	Posters	10'5"x22'8"	37,872	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
11	32221	Oakwood & Clarann SW/S F/W	Posters	10'5"x22'8"	31,411	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
12	33342	Van Born Rd S/O John Daly St E/S F/W	Posters	10'5"x22'8"	69,946	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
13	34102	Pennsylvania W/O Electric S/S F/W	Posters	10'5"x22'8"	26,983	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
14	34182	Wayne S/O Goddard W/S F/N	Posters	10'5"x22'8"	31,211	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
15	38002	Mt Elliott St S/O Holborn St E/S F/SE	Posters	10'5"x22'8"	45,159	07/22/24	09/15/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00

#	Loc #	Location Description		Copy Size	IMP 18+ Weekly	Start Date	End Date	Total # of Weeks	Rate Card	Individual Per Unit 4 Week Rate (Non Pkg Price)	Wayne RESA Discounted Pkg 4 Week Net Rate	Wayne RESA Total Net Rate
Flight #4: 07/21/25 - 09/14/25												
1	96008O	Davison Fwy W/O I-75 Fwy N/S F/SW	Bulletin	14'x48'	197,166	09/16/24	11/10/24	8	$3,500.00	$3,255.00	$3,307.50	$6,615.00
2	1276O	N. I-75 Fwy .2 mi S/O Nevada Ave W/S F/SE	Bulletin	14'x48'	542,359	09/16/24	11/10/24	8	$6,770.00	$4,305.00	$4,244.50	$8,489.00
3	1482O	E. I-94 Fwy E/O Chene St E/S F/SW	Bulletin	20'x60'	637,875	09/16/24	11/10/24	8	$8,080.00	$4,305.00	$4,189.50	$8,379.00
4	2549O	I-96 Fwy E/O Telegraph N/S F/W	Bulletin	14'x48'	434,903	09/16/24	11/10/24	8	$6,310.00	$4,147.50	$4,134.25	$8,268.50
5A	97237O	W. I-94 Fwy .7 mi W/O Greenfield Rd S/S F/NE	Bulletin	14'x48'	258,834	09/16/24	11/10/24	8	$5,540.00	$3,780.00	$3,748.50	$7,497.00
5B	2920O	Southfield Fwy. N/O Orangelawn Rd. W/S F/S	Bulletin	14'x48'	472,254	10/14/24	11/10/24	8	$5,390.00	$4,095.00	$4,134.25	$8,268.50
1	11851	E. McNichols E/O Ryan S/S F/E	Posters	10'5"x22'8"	16,721	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
2	1321S	E. Grand Blvd W/O I-75 S/S F/E	Posters	10'5"x22'8"	10,839	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
3	13551	Gratiot Ave S/O Concord E/S F/N	Posters	10'5"x22'8"	74,984	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
4	14302	Hayes St N/O Faircrest St E/S F/S	Posters	10'5"x22'8"	24,455	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
5	15022	Conner St N/O Maiden St E/S F/SE	Posters	10'5"x22'8"	96,642	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
6	24801	W. McNichols E/O Snowden N/S F/W	Posters	10'5"x22'8"	84,333	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00

7	28071	Livernois & Ellsworth SW/S F/SE	Posters	10'5"x22'8"	63,936	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
8	32672	Allen Rd N/O Northline Rd E/S F/S	Posters	10'5"x22'8"	116,925	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
9	33481	Ecorse Rd. E/O Wayne Course St. N/S F/W	Posters	10'5"x22'8"	45,412	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
10	33681	Ecorse E/O Norwood N/S F/W	Posters	10'5"x22'8"	94,395	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
11	34081	Eureka E/O Twelfth N/S F/W	Posters	10'5"x22'8"	86,680	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
12	9-6094O	Telegraph N/O Van Born, ES F/S	Posters	10'5"x22'8"	184,495	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
13	22992	Cass Ave. S/O Grand River Ave. E/S F/SE	Posters	10'5"x22'8"	59,362	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
14	24012	Grand River Ave & Beaverland NW/S F/E	Posters	10'5"x22'8"	92,319	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
15	25682	Plymouth Rd W/O Faust Ave N/S F/E	Posters	10'5"x22'8"	41,596	09/16/24	11/10/24	8	$1,470.00	$1,655.00	$882.00	$1,764.00
#	**Loc #**	**Location Description**		**Copy Size**	**IMP 18+ Weekly**	**Start Date**	**End Date**	**Total # of Weeks**	**Rate Card**	**Individual Per Unit 4 Week Rate (Non Pkg Price)**	**Wayne RESA Discounted Pkg 4 Week Net Rate**	**Wayne RESA Total Net Rate**
Flight #5: 09/15/25 - 11/09/25												
1	95710O	S. I-75 Fwy. S/O Rouge River W/S F/SW	Bulletin	14'x48'	297,496	11/11/24	01/05/25	8	$6,390.00	$3,780.00	$3,803.50	$7,607.00
2	1250O	N. I-75 Fwy .1 mi S/O Nevada Ave W/S F/NW	Bulletin	14'x48'	622,315	11/11/24	01/05/25	8	$8,600.00	$4,305.00	$4,244.50	$8,489.00
3	1500O	E. I-94 Fwy 1000' E/O Malcomb N/S F/NE	Bulletin	14'x48'	470,681	11/11/24	01/05/25	8	$5,620.00	$3,885.00	$3,858.75	$7,717.50
4	2787O	Lodge Fwy. S/O Puritan Ave. WS F/E	Bulletin	14'x48'	254,682	11/11/24	01/05/25	8	$5,340.00	$3,727.50	$3,748.50	$7,497.00
5	97236O	W. I-94 Fwy .7 mi W/O Greenfield S/S F/SW	Bulletin	14'x48'	333,960	11/11/24	01/05/25	8	$6,110.00	$3,885.00	$3,858.75	$7,717.50
1	34821	Ford Rd W/O Venoy N/S F/W	Posters	10'5"x22'8"	112,270	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
2	10010O	Schaefer S/O I-94 Fwy W/S F/N	Posters	10'5"x22'8"	55,780	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
3	11922	Mound Rd S/O Seven Mile Rd E/S F/S	Posters	10'5"x22'8"	77,266	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
4	12571	E. Davison St. E/O Mound Rd. N/S F/E	Posters	10'5"x22'8"	46,660	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
5	26181	Joy W/O Cloverlawn S/S F/E	Posters	10'5"x22'8"	30,564	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
6	29601	Evergreen Rd N/O I-96 Fwy E/S F/N	Posters	10'5"x22'8"	57,938	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
7	32212	Dix S/O Richmond E/S F/S	Posters	10'5"x22'8"	165,114	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
8	3288S	Telegraph N/O Pardee E/S F/S	Posters	10'5"x22'8"	80,383	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
9	34302	Middlebelt N/O Mackenzie E/S F/S	Posters	10'5"x22'8"	118,338	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
10	34711	Cherry Hill Rd .25 mi W/O S. Newburgh S/S F/E	Posters	10'5"x22'8"	59,039	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
11	16341	E. Jefferson & Meldrum E/S F/W	Posters	10'5"x22'8"	116,237	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
12	31561	Dix & Pitt SE/S F/E	Posters	10'5"x22'8"	18,417	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
13	32592	Allen Rd S/O Lada Dr W/S F/NE	Posters	10'5"x22'8"	41,426	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
14	34741	W. Seven Mile W/O Beech Daly N/S F/E	Posters	10'5"x22'8"	32,244	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00
15	10612	Woodward Ave N/O W. Seven Mile Rd E/S F/S	Posters	10'5"x22'8"	95,841	11/11/24	01/05/25	8	$1,470.00	$1,655.00	$882.00	$1,764.00

#	Loc #	Location Description		Copy Size	IMP 18+ Weekly	Start Date	End Date	Total # of Weeks	Rate Card	Individual Per Unit 4 Week Rate (Non Pkg Price)	Wayne RESA Discounted Pkg 4 Week Net Rate	Wayne RESA Total Net Rate
Flight #6: 11/10/25 - 01/04/25												
1	1276O	N. I-75 Fwy .2 mi S/O Nevada Ave W/S F/SE	Bulletins	14'x48'	542,359	01/06/25	03/30/25	12	$6,770.00	$4,305.00	$4,244.50	$12,733.50
2	1467O	E. I-94 Fwy E/O Malcomb St. N/S F/NE	Bulletins	20'x48'	530,314	01/06/25	03/30/25	12	$6,770.00	$4,042.50	$3,858.75	$11,576.25
3	2792O	Lodge Fwy. 730' N/O Seven Mile Rd. W/S F/E	Bulletins	14'x48'	267,920	01/06/25	03/30/25	12	$6,000.00	$3,780.00	$3,803.50	$11,410.50
4	2978O	I-96 Fwy & Grand River S/S F/N	Bulletins	20'x48'	450,984	01/06/25	03/30/25	12	$6,540.00	$4,147.50	$4,024.00	$12,072.00
5	3507O	W. I-94 Fwy E/O Southfield Fwy S/S F/NE	Bulletins	20'x60'	239,199	01/06/25	03/30/25	12	$6,540.00	$3,780.00	$3,748.50	$11,245.50
1	10281	Woodward Ave S/O Burroughs St W/S F/SE	Posters	10'5"x22'8"	45,710	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
2	11562	E. McNichols Rd. W/O Riopelle St. N/S F/E	Posters	10'5"x22'8"	47,448	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
3	12251	Van Dyke Ave (M-53) N/O Grinnell Ave W/S F/S	Posters	10'5"x22'8"	50,727	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
4	12991	Brush St N/O S. I-75 Fwy W/S F/SE	Posters	10'5"x22'8"	119,141	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
5	14252	Chalmers N/O Chelsea W/S F/N	Posters	10'5"x22'8"	26,292	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
6	14322	Kelly S/O Yorkshire E/S F/S	Posters	10'5"x22'8"	37,530	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
7	24141	Grand River Ave E/O Burgess N/S F/W	Posters	10'5"x22'8"	89,291	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
8	24491	W. Seven Mile E/O Schaefer S/S F/W	Posters	10'5"x22'8"	75,491	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
9	25021	Fenkell Ave E/O Whitcomb N/S F/W	Posters	10'5"x22'8"	58,698	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
10	27201	Michigan W/O Apple S/S F/E	Posters	10'5"x22'8"	37,872	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
11	32221	Oakwood & Clarann SW/S F/W	Posters	10'5"x22'8"	31,411	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
12	33342	Van Born Rd S/O John Daly St E/S F/W	Posters	10'5"x22'8"	69,946	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
13	34102	Pennsylvania W/O Electric S/S F/W	Posters	10'5"x22'8"	26,983	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
14	34182	Wayne S/O Goddard W/S F/N	Posters	10'5"x22'8"	31,211	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
15	38002	Mt Elliott St S/O Holborn St E/S F/SE	Posters	10'5"x22'8"	45,159	01/06/25	03/30/25	12	$1,470.00	$1,655.00	$882.00	$2,646.00
											Year 1 Total Billboard Cost:	*$434,436.75*
											Year 1 Total Mobile Device:	*$10,000.00*
											Year 1 Total Cost:	**$444,436.75**

MOBILE DEVICE MEDIA

Banner ads that pop up on cell phone devices.
Dates: 04/01/24 - 03/28/27 (3 Years)
Geography: Wayne County, MI
# of Impressions: 1,111,111
$10,000 Net Per Year