

### BUS SHELTER ADVERTISING - NEW ORLEANS / JEFFERSON PARISH

Size: 48" x 68" - Space rates are based on 4 week periods

MARKET	Daily GRPS	Total Panels	1	3-5	6-11	12
Jefferson Parish Population 18 + 340,211	200	36	\$11,880	\$11,340	\$10,800	\$10,260
	100	18	\$6,280	\$5,940	\$5,670	\$5,400
	75	13	\$4,680	\$4,485	\$4,290	\$4,095
	50	9	\$3,375	\$3,240	\$3,105	\$2,970
	25	5	\$1,925	\$1,875	\$1,800	\$1,725

#### Average D.E.C. per Panel - 19,050

- All rates are based on four-week posting periods and do not include production
- Rates are based on General Market Coverage
- Are subject to change without notice

#### SHELTER ADVERTISING SIZE

48" wide x 68" deep

46" x 66" - Live Area

