

BRITISH COLUMBIA- RATES

Public Service Advertising

GOOD-WORKS

Lamar's commitment to the communities we serve

Each year, Lamar contributes several million dollars of donated space to qualifying non-profit groups in our communities through our Good-Works program.

Lamar and its transit partners agree that public service messages are important in helping to support our local community programs and services. The Lamar Good-Works program provides a cost-effective way for these organizations to reach the out-of-home audience.



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Nasdaq: LAMR

POSTING FEES

UNIT	RATE
Exterior	50% off of 2009 Space Only Market Rate Card (Traditional Bus Displays only)
Interior	50% off of 2009 Space Only Bus Interior Rate Card (all Sky Train and West Coast Express Interiors and Station Displays are excluded).

TERMS & CONDITIONS

- Eligibility is limited to registered non-profit organizations.
- An organization does not qualify as a public service organization if its sole purpose is to promote politics (campaigns, candidates, issues, etc.) or religion (religious leaders, beliefs, issues, etc.) regardless of other qualifications that may apply.
- Exterior and interior traditional transit products only.
- Public service advertising must be paid prior to posting.
- Advertising space is provided by Lamar on a space availability basis and is pre-emptible by full-rate advertisers.
- Public service advertising is billed **net** and is non-commissionable.
- Design and production of displays is a service offered by Lamar for a fee. Included in this fee are **installation** costs. If outside production is supplied by an organization, a minimum installation fee will apply. Please ask for further details.
- Public service advertising is subject to content and design guidelines set forth by BC Transit and Lamar prior to posting. It is the intent of Lamar to place public service announcements that support the standards of the community without public debate and discussion. If a public service display disrupts the daily activities of a transit agency, the community, or Lamar, the display may be removed without prior notice to the advertiser.

Lamar retains the right to approve and exclude organizations based upon contractual obligations to its transit agency partners.