

Billboard Exchange Program
Summary of Proposals

Bulletin Displays, LLC/Vista Media	
Proposed Exchange Rate	Undetermined (subject to a confidentiality agreement) Initial proposal considered on September 11, 2007 indicated that 7.5 8-sheet billboard faces would be removed to construct 1 freeway billboard.
SP&H Exchange Rate	54-82 8-sheet billboard faces for 1 freeway billboard
Existing billboards	40 8-sheet Vista Media billboards (locations identified on map in proposal; the number of billboard faces was not indicated)
Billboards to be removed	Revised proposal indicates the number of billboards to be removed is negotiable and will be presented upon entering into a confidentiality agreement with the City. Initial proposal considered on September 11, 2007 indicated a willingness to remove up to 30 billboards.
Proposed billboards	Negotiable subject to a confidentiality agreement. Initial proposal considered on September 11, 2007 indicated a desire to construct 2 double-faced billboards.
Other Incentives	<ul style="list-style-type: none"> ▪ 1 month of civic advertising on a bulletin face per year on a space availability basis and at the choice of the billboard companies ▪ 1 month of charitable announcements on a bulletin face per year on a space availability basis and at the choice of the billboard companies ▪ 10% discount for Anaheim Chamber of Commerce members
Time-limits for new billboards	30 years
Billboard content policies	Corporate policy is not to allow Gentleman's Club or tobacco advertising on any billboards and avoid alcohol advertising on family oriented message centers or within 500' of a park or school

Bulletin Displays, LLC (Message Center Proposal)	
Proposed Exchange Rate	No existing billboards will be removed
SP&H Exchange Rate	Not applicable
Existing billboards	0
Billboards to be removed	0
Proposed billboards	1 to 4, 57-foot high, 52-foot wide “Anaheim Message Centers” in the shape of an “A” with an approximate 625 square foot full-color L.E.D. display. Locations generally proposed along the 5, 57, 91 and 55 freeways; specific locations will be determined subject an exclusive negotiating agreement
Other Incentives	<ul style="list-style-type: none"> ▪ 5% of the L.E.D. time would be dedicated for civic messages ▪ 5% of the L.E.D. time would be dedicated for charitable messages ▪ 10% discount for Anaheim Chamber of Commerce members ▪ Mutually acceptable level of revenue (i.e., development fee, percentage of advertising revenue) that is reasonable and that matches any other level that another company is proposing
Time limits for new billboards	30 years
Billboard content policies	Corporate policy is not to allow Gentleman’s Club or tobacco advertising on any billboards and avoids alcohol advertising on family oriented message centers or within 500’ of a park or school

CBS Outdoor	
Proposed Exchange Rate	7.5 30-sheet billboard faces for 1 freeway billboard 2 bulletin billboard faces for 1 freeway billboard
SP&H Exchange Rate	8-14 30-sheet billboard faces for 1 freeway billboard 2-4 bulletin billboard faces for 1 freeway billboard
Existing billboards	Approximately 30, 30-sheet billboard faces and 15 bulletin billboard faces; specific locations were not provided
Billboards to be removed	Not provided
Proposed billboards	Not provided
Other Incentives	None provided
Time-limits for new billboards	No time limit
Billboard content policies	No competitive advertising with tenants located on the same property as the billboard; any other content considerations are made with the property owner on a case by case basis

Clear Channel	
Proposed Exchange Rate	5.3 30-sheet billboard faces for 1 freeway billboard
SP&H Exchange Rate	8-14 30-sheet billboard faces for 1 freeway billboard
Existing billboards	48 30-sheet billboard faces and 2 bulletin billboard faces (locations identified on map in proposal)
Billboards to be removed	48 30-sheet billboard faces (locations identified on map in proposal)
Proposed billboards	9 bulletin billboard faces including 1 digital billboard (locations identified on map in proposal)
Other Incentives	None provided
Time-limits for new billboards	Not indicated
Billboard content policies	<ul style="list-style-type: none"> ▪ Establishes exclusionary zones which prohibit advertisements of all products illegal for sale to minors that are intended to be read from, or with 500 feet of established places of worship, primary and secondary schools or playgrounds ▪ Asserts the right to reject creative content that is misleading, sexually explicit, overly suggestive, or in any way reflects upon the character, integrity, or standing of any organization or individual

Regency Outdoor Advertising, Inc	
Proposed Exchange Rate	No existing billboards will be removed; \$100,000 to \$200,00 development fee per freeway billboard face proposed
SP&H Exchange Rate	SP&H estimates that a \$200,000 development fee could fund the removal of up to nine 8-sheet billboard faces or one 30-sheet billboard face.
Existing billboards	Company operates an unknown number of freeway-oriented billboards within the City
Billboards to be removed	Company does not propose removal
Proposed billboards	Up to 8 bulletin billboard faces with either static or digital/electronic displays (locations identified on map in proposal)
Other Incentives	<ul style="list-style-type: none"> ▪ \$100,000 per each face displaying static images ▪ \$200,000 per each face displaying digital images ▪ Time set aside for City of Anaheim to promote city programs or events in Anaheim (to be negotiated)
Time-limits for new billboards	Not indicated
Billboard content policies	Maintains the right to reject offensive material