

From: James, Kristy [FH] [<mailto:Kristy.James@bhfoundation.ca>]
Sent: November-24-20 4:41 PM
To: Turpin, Chad
Subject: FW: FLOB outdoor advertising estimate (aggregate)

We are looking to book some advertising for our “For the Love of Burnaby Week” in February. As I mentioned we would really like to make this a city wide celebration of the hospital and hoped to put our posters up in bus shelters, street banner, skytrain and bus displays etc.

We are aiming to have the ads up Feb 1 – 28.

I had Michael put together a list of the rough costs has been quoted on these promotions. I know you and I had talked last month to see if the City owned any of these bus shelters, Street banners etc that they may be willing to donate the time to us to put up the posters.

We need to get what we can booked right now if we want to ensure the right dates so I wanted to check in with you again to see if you had any success discussing with City?

As you can see the costs for us to purchase these spaces is pretty significant so I need to find a way to bring this down pretty significantly.

Thanks in advance for any advice!
Kristy

PS- we only have the Heights Street Banners because we don’t know where there are anymore – but would be great to have in a few locations throughout Burnaby.

Lamar

Skytrain Platform Posters x4 (Discount 50%, and including production) **\$3700 / 4 weeks**
(\$5,700 / 8w)

Bus Exterior, varying sizes x10 (Discount 30% and including production) **\$7325 - 11,100 / 4 weeks**
(13,550 - \$20,900 / 8w)

Estimated total (depending on options and run time): ~\$11,025 - \$26,600 (+tax)

Pattison Outdoor

Bus Shelters x5 (Discount 50% and including production) **\$2530 / 4 weeks** **(\$5060 / 8 w)**

Estimated total (depending on options and run time): ~\$2530 - \$5060 (+tax)

City of Burnaby

Street Banners x168 brackets* (with labour costs possibly supported by City of Burnaby**) **\$25,000 for vinyl (\$19,000 nylon)**

*/** Based on consultation with Height Merchants Association, specific to details and arrangement possibly unique to the Heights neighborhood. Currently unaware of other neighborhoods/opportunities.

Total rough cost estimate for outdoor advertising only (depending on options and run time): **\$32,555 - 56,660 (+ tax)**

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