

RFI Summary 3.31.21

Company Name	Billboard Location	Type	Size	Height	Lease/Own	Lease Term
Clear Channel	7443 Hwy 10	16-20 mm Double sided horizontal digital	Horiz. 14'H X 48'W (672 SF)	45'	Land Lease	20 years
iDigital Media	Option 1 (NE Corner of Ramsey and 10) (City) (Willing to move) (7443 Hwy 10 NW OK)	10mm Double sided vertical/horizontal digital	Horiz. 14'H X 48'W (672 SF)	35'	Land Lease	min. 10, 35 preferred w 2 - 10 year options
iDigital Media	Option 2 - 2 locations (NW Corner of Sunfish and 10, and Hwy 10 /Armstrong Eastbound /County/Bridge)(Willing to move) (7443 Hwy 10 NW OK)	10mm Double sided vertical/horizontal digital	Verti. 41'H X 16'W (656 SF)	48'	Land Lease	min. 10, 35 preferred w 2 - 10 year options
Lamar	28-32-25-42-0002 Majestic Holdings on RFI but likely should be 28-32-25-43-0002 (7443 Hwy 10 NW)	19-23 mm Double sided horizontal digital	Horiz. 10.6' X 36' (381.6 SF)	35'	Land Lease	20 years

	Lease Rate	Ad time	Advertising for City	Advertising for Local Biz	AD rates	Ordinance Suggestions
Clear Channel	\$70,000 per year. (\$2,916/face/month) 2% inflator	8 slots / 8 sec. dwell	Free / up to 20 hrs / face / month, 9000 8s. PSA, PSA's, City, Community Events, Ad Production	Preferred Rates (25% discount) (subject to changing market conditions) \$1,425/slot	Standard Rate - 4 week slot (subject to changing market conditions) \$1900/slot	Yes
iDigital Media	25% Gross Ad Revenue (\$2,500 per face/month) (up to 60K/year) (5 year ad rate lock for local ramsey businesses; annual increases based upon prime or market conditions)	8 slots / 7 sec. dwell	Free / 50% advertising inventory to City /Local Biz, Also City advertising for events in St Cloud / Northern MN Networks	Reduced rates: (4 week slot) \$995/flight/spot \$795/flight/ 1/2 spot \$495/flight/ 1/3rd spot	Standard Rate: (4 week slot) \$1495/flight/spot \$1195/flight/ 1/2 spot \$795/flight/ 1/3rd spot	No, have experience
iDigital Media	25% Gross Ad Revenue (\$2,500 per face/month) (up to 60K/year) (5 year ad rate lock for local ramsey businesses; annual increases based upon prime or market conditions)	8 slots / 7 sec. dwell	Free / 50% advertising inventory to City /Local Biz, Also City advertising for events in St Cloud / Northern MN Networks	Reduced rates: (4 week slot) \$995/flight/spot \$795/flight/ 1/2 spot \$495/flight/ 1/3rd spot	Standard Rate: (4 week slot) \$1495/flight/spot \$1195/flight/ 1/2 spot \$795/flight/ 1/3rd spot	No, have experience
Lamar	\$12,000 / year	6 slots / 8 sec. dwell	City advertising is Free. One of the 12 slots available (6 each side). Non-profits could also use this space. For Profits cannot use this slot. Can Flip E W Slots if desired	Standard Rates, no reduction. \$2,000 for per 4 week or \$500 per week for one slot.	Standard Rates \$2,000 for per 4 week or \$500 per week for one slot.	Sample given