

Scoring of Proposals

	Clear Channel	Idigital Media	Lamar
DDB Quality	2	1	3
DDB Versatility (Layout / slots)	2	1	3
Lease Rate (Revenue)	2	1	3
Lease Term	2	1	2
Availability of Local Advertising	2	1	3
Cost of Local Advertising	2	1	3
Availability of City Advertising	2	1	2
Cost of City Advertising	1	1	1
Sign Location	2	1	2
Ordinance Experience	2	3	1
	19	12	23
	2nd	1st	3rd