

RCS PTD21-002 - Street Furniture and Bus Advertising
Exhibit D - Bus Advertising Revenue Historical Data

2021 Clear Channel Bus Ad Revenue			
	MAG Amount Due	Net Sales Revenue	66% City Share
Jan-21	\$105,000.00	\$ 278,667.23	\$ 183,920.37
Feb-21	\$105,000.00	\$ 253,789.36	\$ 167,500.98
Mar-21	\$105,000.00	\$ 285,397.52	\$ 188,362.36
Q1	\$315,000.00	\$817,854.11	\$ 539,783.71
Apr-21	\$105,000.00	\$ 308,536.01	\$ 203,633.77
May-21	\$105,000.00		\$ -
Jun-21	\$105,000.00		\$ -
Q2	\$315,000.00	\$ 308,536.01	\$ 203,633.77
Jul-21	\$105,000.00		\$ -
Aug-21	\$105,000.00		\$ -
Sep-21	\$105,000.00		\$ -
Q3	\$315,000.00		\$ -
Oct-21	\$105,000.00		\$ -
Nov-21	\$105,000.00		\$ -
Dec-21	\$105,000.00		\$ -
Q4	\$105,000.00		\$ -
TOTAL	\$1,050,000.00	\$1,126,390.12	\$743,417.48

2020 Clear Channel Bus Ad Revenue			
Date	MAG Amount Due	Net Sales Revenue	66% City Share
Jan-20	\$107,000.00	\$ 176,826.92	\$ 116,705.77
Feb-20	\$107,000.00	\$ 204,192.43	\$ 134,767.00
Mar-20	\$107,000.00	\$ 307,807.42	\$ 203,152.90
Q1	\$321,000.00	\$688,826.77	\$454,625.67
Apr-20	\$107,000.00	\$ 219,533.07	\$ 144,891.83
May-20	\$105,000.00	\$ 214,712.51	\$ 141,710.26
Jun-20	\$105,000.00	\$ 239,643.04	\$ 158,164.41
Q2	\$317,000.00	\$ 673,888.62	\$ 444,766.49
Jul-20	\$105,000.00	\$ 217,242.21	\$ 143,379.86
Aug-20	\$105,000.00	\$ 299,170.68	\$ 197,452.65
Sep-20	\$105,000.00	\$ 250,248.62	\$ 165,164.09
Q3	\$315,000.00	\$ 766,661.51	\$ 505,996.60
Oct-20	\$105,000.00	\$ 230,321.44	\$ 152,012.15
Nov-20	\$105,000.00	\$ 296,380.39	\$ 195,611.06
Dec-20	\$105,000.00	\$ 235,886.19	\$ 155,684.89
Q4	\$315,000.00	\$ 762,588.02	\$ 503,308.09
TOTAL	\$1,268,000.00	\$2,891,964.92	\$1,908,696.85

2019 Clear Channel Bus Ad Revenue			
Date	MAG Amount Due	Net Sales Revenue	66% City Share
Jan-19	\$109,875.00	\$ 170,464.81	\$ 112,506.77
Feb-19	\$109,875.00	\$ 213,286.41	\$ 140,769.03
Mar-19	\$109,875.00	\$ 204,082.56	\$ 134,694.49
Q1	\$329,625.00	\$587,833.78	\$387,970.29
Apr-19	\$109,875.00	\$ 279,587.52	\$ 184,527.76
May-19	\$109,875.00	\$ 194,089.80	\$ 128,099.27
Jun-19	\$107,000.00	\$ 167,484.61	\$ 110,539.84
Q2	\$326,750.00	\$ 641,161.93	\$ 423,166.87
Jul-19	\$107,000.00	\$ 218,835.85	\$ 144,431.66
Aug-19	\$107,000.00	\$ 175,614.85	\$ 115,905.80
Sep-19	\$107,000.00	\$ 297,115.80	\$ 196,096.43
Q3	\$321,000.00	\$ 691,566.50	\$ 456,433.89
Oct-19	\$107,000.00	\$ 209,895.38	\$ 138,530.95
Nov-19	\$107,000.00	\$ 208,320.63	\$ 137,491.62
Dec-19	\$107,000.00	\$ 192,757.18	\$ 127,219.74
Q4	\$321,000.00	\$ 610,973.19	\$ 403,242.31
TOTAL	\$1,298,375.00	\$2,531,535.40	\$1,670,813.36

2018 Clear Channel Bus Ad Revenue			
Date	MAG Amount Due	Net Sales Revenue	66% City Share
Jan-18	\$125,000.00	\$ 112,684.87	\$ 74,372.01
Feb-18	\$125,000.00	\$ 114,074.49	\$ 75,289.16
Mar-18	\$125,000.00	\$ 120,336.29	\$ 79,421.95
Q1	\$375,000.00	\$347,095.65	\$229,083.13
Apr-18	\$109,875.00	\$ 174,116.69	\$ 114,917.02
May-18	\$109,875.00	\$ 144,648.18	\$ 95,467.80
Jun-18	\$109,875.00	\$ 117,517.93	\$ 77,561.83
Q2	\$329,625.00	\$ 436,282.80	\$ 287,946.65
Jul-18	\$109,875.00	\$ 117,667.59	\$ 77,660.61
Aug-18	\$109,875.00	\$ 103,324.86	\$ 68,194.41
Sep-18	\$109,875.00	\$ 163,437.05	\$ 107,868.45
Q3	\$329,625.00	\$ 384,429.50	\$ 253,723.47
Oct-18	\$109,875.00	\$ 192,604.06	\$ 127,118.68
Nov-18	\$109,875.00	\$ 110,766.12	\$ 73,105.64
Dec-18	\$109,875.00	\$ 135,883.07	\$ 89,682.83
Q4	\$329,625.00	\$ 439,253.25	\$ 289,907.15
TOTAL	\$1,363,875.00	\$1,607,061.20	\$1,060,660.39

2017 Clear Channel Bus Ad Revenue			
Date	MAG Amount Due	Net Sales Revenue	66% City Share
Jan-17	\$125,000.00	\$ 113,775.74	\$ 75,091.99
Feb-17	\$125,000.00	\$ 126,363.47	\$ 83,399.89
Mar-17	\$125,000.00	\$ 111,108.30	\$ 73,331.48
Q1	\$375,000.00	\$351,247.51	\$231,823.36
Apr-17	\$125,000.00	\$ 111,921.05	\$ 73,867.89
May-17	\$125,000.00	\$ 168,477.22	\$ 111,194.97
Jun-17	\$125,000.00	\$ 106,684.22	\$ 70,411.59
Q2	\$375,000.00	\$ 387,082.49	\$ 255,474.44
Jul-17	\$125,000.00	\$ 95,757.76	\$ 63,200.12
Aug-17	\$125,000.00	\$ 121,582.57	\$ 80,244.50
Sep-17	\$125,000.00	\$ 127,469.02	\$ 84,129.55
Q3	\$375,000.00	\$ 344,809.35	\$ 227,574.17
Oct-17	\$125,000.00	\$ 147,389.52	\$ 97,277.08
Nov-17	\$125,000.00	\$ 118,577.30	\$ 78,261.02
Dec-17	\$125,000.00	\$ 123,042.55	\$ 81,208.08
Q4	\$375,000.00	\$ 389,009.37	\$ 256,746.18
TOTAL	\$1,500,000.00	\$1,472,148.72	\$971,618.16

2017-2021 YTD Transit Furniture Advertising Revenue - City of Phoenix

2021 Lamar Transit Furniture Ad Revenue			
	MAG Amount Due	Net Sales Revenue	68.25% City Share
Jan-21	\$ 166,666.63	\$ 305,197.00	\$ 208,296.95
Feb-21	\$ 166,666.67	\$ 281,119.76	\$ 191,864.24
Mar-21	\$ 166,666.67	\$ 321,558.57	\$ 219,463.72
Q1	\$ 499,999.97	\$ 907,875.33	\$ 619,624.91
Apr-21	\$ 166,666.67	\$ 242,916.50	\$ 165,790.51
May-21	\$ 166,666.67	TBD	TBD
Jun-21	\$ 166,666.67	TBD	TBD
Q2	\$ 500,000.01	TBD	TBD
Jul-21	\$ 166,666.67	TBD	TBD
Aug-21	\$ 166,666.67	TBD	TBD
Sep-21	\$ 166,666.67	TBD	TBD
Q3	\$ 500,000.01	TBD	TBD
Oct-21	\$ 166,666.67	TBD	TBD
Nov-21	\$ 166,666.67	TBD	TBD
Dec-21	\$ 166,666.67	TBD	TBD
Q4	\$ 500,000.01	TBD	TBD
TOTAL	\$ 2,000,000.00	\$ 907,875.33	\$ 619,624.91

2020 Lamar Transit Furniture Ad Revenue*			
	MAG Amount Due	Net Sales Revenue	68.25% City Share
Jan-20	\$ 166,666.63	\$ 278,406.83	\$ 190,012.66
Feb-20	\$ 166,666.67	\$ 239,901.86	\$ 163,733.02
Mar-20	\$ 166,666.67	\$ 318,221.03	\$ 217,185.85
Q1	\$ 499,999.97	\$ 836,529.72	\$ 570,931.53
Apr-20	NA	\$ 160,243.10	\$ 109,365.92
May-20	NA	\$ 221,210.70	\$ 150,976.30
Jun-20	NA	\$ 272,367.92	\$ 185,891.11
Q2	\$ -	\$ 653,821.72	\$ 446,233.32
Jul-20	NA	\$ 223,475.91	\$ 152,522.31
Aug-20	NA	\$ 261,217.60	\$ 178,281.01
Sep-20	NA	\$ 237,241.60	\$ 161,917.39
Q3	NA	\$ 721,935.11	\$ 492,720.71
Oct-20	\$ 166,666.67	\$ 171,502.60	\$ 117,050.52
Nov-20	\$ 166,666.67	\$ 255,368.10	\$ 174,288.73
Dec-20	\$ 166,666.67	\$ 231,805.00	\$ 158,206.91
Q4	\$ 500,000.01	\$ 658,675.70	\$ 449,546.17
TOTAL	\$ 999,999.98	\$ 2,870,962.25	\$ 1,959,431.74

*7/1/20 City Council approved relief for COVID19- related revenue losses by foregoing the MAG payments April-Sep 2020 and Lamar is only responsible for the 68.25% share during those months.

2019 Lamar Transit Furniture Ad Revenue			
Date	MAG Amount Due	Net Sales Revenue	68.25% City Share
Jan-19	\$ 166,666.63	\$ 195,627.10	\$ 133,515.50
Feb-19	\$ 166,666.67	\$ 279,060.35	\$ 190,458.69
Mar-19	\$ 166,666.67	\$ 152,920.60	\$ 104,368.31
Q1	\$ 499,999.97	\$ 627,608.05	\$ 428,342.49
Apr-19	\$ 166,666.67	\$ 345,067.10	\$ 235,508.30
May-19	\$ 166,666.67	\$ 214,398.60	\$ 146,327.04
Jun-19	\$ 166,666.67	\$ 234,156.10	\$ 159,811.54
Q2	\$ 500,000.01	\$ 793,621.80	\$ 541,646.88
Jul-19	\$ 166,666.67	\$ 259,025.10	\$ 176,784.63
Aug-19	\$ 166,666.67	\$ 253,199.43	\$ 172,808.61
Sep-19	\$ 166,666.67	\$ 371,320.37	\$ 254,320.37
Q3	\$ 500,000.01	\$ 883,544.90	\$ 601,913.61
Oct-19	\$ 166,666.67	\$ 275,584.10	\$ 188,086.15
Nov-19	\$ 166,666.67	\$ 274,819.00	\$ 187,563.97
Dec-19	\$ 166,666.67	\$ 272,706.74	\$ 186,122.35
Q4	\$ 500,000.01	\$ 823,109.84	\$ 561,772.47
TOTAL	\$ 2,000,000.00	\$ 3,127,884.59	\$ 2,252,675.45

2018 Lamar Transit Furniture Ad Revenue			
Date	MAG Amount Due	Net Sales Revenue	68.25% City Share
Jan-18	\$ 166,666.63	\$ 190,220.00	\$ 129,825.15
Feb-18	\$ 166,666.67	\$ 220,078.00	\$ 150,203.24
Mar-18	\$ 166,666.67	\$ 208,610.00	\$ 142,376.33
Q1	\$ 499,999.97	\$ 618,908.00	\$ 422,404.71
Apr-18	\$ 166,666.67	\$ 266,300.00	\$ 181,749.75
May-18	\$ 166,666.67	\$ 181,091.50	\$ 123,594.95
Jun-18	\$ 166,666.67	\$ 279,049.03	\$ 190,450.96
Q2	\$ 500,000.01	\$ 726,440.53	\$ 495,795.66
Jul-18	\$ 166,666.67	\$ 219,905.28	\$ 150,085.35
Aug-18	\$ 166,666.67	\$ 200,284.50	\$ 136,694.17
Sep-18	\$ 166,666.67	\$ 303,901.50	\$ 207,412.77
Q3	\$ 500,000.01	\$ 724,091.28	\$ 494,192.30
Oct-18	\$ 166,666.67	\$ 304,692.14	\$ 207,952.39
Nov-18	\$ 166,666.67	\$ 251,750.95	\$ 171,820.02
Dec-18	\$ 166,666.67	\$ 286,131.85	\$ 195,284.99
Q4	\$ 500,000.01	\$ 842,574.94	\$ 575,057.40
TOTAL	\$ 2,000,000.00	\$ 2,912,014.75	\$ 1,987,450.07

2017 Lamar Transit Furniture Ad Revenue			
Date	MAG Amount Due	Net Sales Revenue	68.25% City Share
Jan-17	\$ 166,666.63	\$ 118,474.23	\$ 80,858.66
Feb-17	\$ 166,666.67	\$ 215,373.56	\$ 146,992.45
Mar-17	\$ 166,666.67	\$ 152,708.20	\$ 104,223.35
Q1	\$ 499,999.97	\$ 486,555.99	\$ 332,074.46
Apr-17	\$ 166,666.67	\$ 236,160.89	\$ 161,179.81
May-17	\$ 166,666.67	\$ 180,672.55	\$ 123,309.02
Jun-17	\$ 166,666.67	\$ 216,636.30	\$ 147,854.27
Q2	\$ 500,000.01	\$ 633,469.74	\$ 432,343.10
Jul-17	\$ 166,666.67	\$ 183,860.62	\$ 125,484.87
Aug-17	\$ 166,666.67	\$ 204,167.05	\$ 139,344.01
Sep-17	\$ 166,666.67	\$ 208,952.80	\$ 142,610.29
Q3	\$ 500,000.01	\$ 596,980.47	\$ 407,439.17
Oct-17	\$ 166,666.67	\$ 189,385.80	\$ 129,255.81
Nov-17	\$ 166,666.67	\$ 183,729.77	\$ 125,395.57
Dec-17	\$ 166,666.67	\$ 247,689.19	\$ 169,047.87
Q4	\$ 500,000.01	\$ 620,804.76	\$ 423,699.25
TOTAL	\$ 2,000,000.00	\$ 2,337,810.96	\$ 1,595,555.98