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## MEMO

**Date:** March 18, 2004  
**To:** Diana Kotler - ATN/ART  
**From:** Penny Elia  
**Re:** ART Marketing Communications - Cost Comparison

Trademark Marketing & Graphics (TM & M) provides sales, marketing, advertising sales and public relations support to ART on an ongoing basis at a rate of \$2000.00/month, plus coverage of hard costs, i.e. mileage, phone/fax, etc. Ad sales are compensated on a commission only basis of 20%.

The attached March Sales & Marketing Report details work in progress and completed by TM & M for the period of approximately February 15 - March 18. This is just a sample of the monthly tasks handled by TM & M for cost comparison sake. An average of 20 - 30 hours per week are dedicated to the ART account. TM & M's normal hourly rate is \$95/hour. Based on a 20 - 30 hour week program, ART's weekly rate for service would range between \$1900.00 - \$2850.00, which would yield a monthly rate of approximately \$7600.00 - \$11,400.00.

In a review of other Orange County-based marketing & public relations agencies, it was determined that the going rate for these types of services ranges between \$150 - \$200/hour. Monthly retainers are developed from this hourly rate.

Trademark Marketing & Graphics has provided the Anaheim Resort Transit with superior service and results since its launch in 2002. Charter and pre-arrival pass sales as well as advertising sales have been contingent upon ART's reputation and ridership, both of which have been in the development stage for almost two years. TM & M trusts that the ART Board of Directors will bear in mind this company's ongoing contribution to the "fledgling" ART system over the past 22 months as it begins its analysis of contracts and services.