

Fixed Route

		Frames
6 New Flyer Midi Bus - 30'	Plymouth Area Routes	x
10 Ford E450 Cutaways	Plymouth/Wareham	x
7 Gillig - 30' Low Floor Transit	Attleboro/Taunton	x
6 Gillig - 35' Low Floor Transit Buses	Attleboro/Taunton	x

Demand Response

2 14 passenger Ford E450 cutaways	Franklin/Foxboro/Wrentham/Norfolk
3 14 passenger Ford E450 cutaways	Attleboro/Taunton
1 14 passenger Ford E450 cutaways	Plymouth/Wareham
6 8-12 passenger Ford E350 cutaways	Franklin/Foxboro/Wrentham/Norfolk
14 8-12 passenger Ford E350 cutaways	Plymouth/Wareham
26 8-12 passenger Ford E350 cutaways	Attleboro/Taunton

GATRA Shelter List

All shelters have ad space 72" h x 52" w.

- 1) Attleboro
 - A) BCC – 11 Field Avenue
 - B) Brook Manor – 41 North Street
 - C) Maple Terrace - Rt. 123/ Maple Terrace & Thatcher Street
 - D) Oakhurst/Elderly Housing – Rt. 123/ South Avenue
 - E) Attleboro Crossing – Rt. 152/South Main Street
- 2) North Attleboro
 - A) Triboro Plaza – Rt. 152/55 Robert F Toner Boulevard
 - B) North Hub – East & Holbrook Sts.
- 3) Norton
 - A) Woodland Meadows – 120 West Main Street
- 4) Seekonk
 - A) Benny's Plaza – 17 Central Avenue
- 5) Taunton
 - A) Taunton High School – 50 Williams Street
 - B) Weir – Plain & Water Streets
 - C) Whittenton – 430 Bay Street
- 6) Wareham
 - A) Train Station – 273 Main Street
 - B) Hynes's Field – Onset Ave.

TRANSIT ADVERTISING AGREEMENT

THIS AGREEMENT, made and entered into this 15th day of August, 2007, by and between the GREATER ATTLEBORO TAUNTON REGIONAL AUTHORITY (GATRA), having its principal office at 10 Oak Street, 2nd Floor Taunton, MA 02780, hereinafter referred to as the "Authority", and Direct Media, Inc., with its principal office located at 53 Plain Street, Braintree, MA, hereinafter referred to as "DMI".

GRANT OF RIGHTS: The Authority hereby grants DMI, sole exclusive advertising rights to the interior and exterior of the GATRA bus system. This advertising agreement will commence the 1st day of August, 2007 and terminate the 30th day of June, 2010, subject to the mutual annual renewal of said advertising program. This agreement will renew on an annual basis unless one party notifies the other party within sixty days of annual renewal of said agreement.

COMPENSATION: DMI hereby agrees to pay and the Authority agrees to accept as payment under this Agreement, the following revenue payments:

- a. Sixty (60) percent of net collected sales, for the period August 1, 2007 through June 30, 2010 and any subsequent option periods.
- b. Said payments are on collections and are to be made monthly on or before the twenty-fifth (25th) of each month. Along with a monthly sales report and new contracts for the preceding month.

All advertisements shall be of reputable character and advertisements of an objectionable nature shall, at the written request of the Authority, be immediately removed. Advertising of alcohol and tobacco products and anything political in nature will not be permitted on the Authority's vehicles.

DMI shall have full control of the rates and prices to be charged for the advertising and the terms, conditions and manner of payment by advertiser.

The Authority shall supply and use reasonable care for the protection of advertising frames.

Upon termination of this contract by expiration, DMI shall assign and transfer to the Authority all contracts for advertising on buses, and such contracts shall thereupon become the property of the Authority or its assigns. The Authority or its assigned sales representative shall pay to DMI a 20% sales commission on existing advertising contracts in place upon termination of said agreement.


Written notice shall be given to the parties at the following addresses:

- (1) Greater Attleboro Taunton Regional Transit Authority
10 Oak Street, 2nd Floor
Taunton, MA 02780
- (2) Direct Media, Inc.
53 Plain Street, Suite 7
Braintree, MA 02184

IN WITNESS WHEREOF, the parties hereto have caused these presents to be signed by their duly authorized officers of the day and year above written.

GREATER ATTLEBORO TAUNTON
REGIONAL TRANSIT AUTHORITY

DIRECT MEDIA, INC.



Francis J. Gay, Administrator



Mark Geden, Managing Partner

9/10/07

Date

9/5/07

Date