

TOWN OF DALLAS - ELECTRONIC SIGN ADVERTISING FEES

FOR-PROFIT ENTITY

	<u>Per Month**</u>	<u>Per Day*</u>
10 second view	\$100.00	\$10.00
20 second view	\$175.00	\$18.00
30 second view	\$225.00	\$25.00
1 minute view	\$350.00	\$35.00

NON-PROFIT/CIVIC GROUP

	<u>Per Month**</u>	<u>Per Day*</u>
10 second view	\$30.00	\$10.00
20 second view	\$55.00	\$6.00
30 second view	\$75.00	\$8.00
1 minute view	\$125.00	\$12.00

* 275 average views per day

**8250 average views per month