

Getting Paid to Keep It Clean



Twenty new litter receptacles will appear in Key West this fall, thanks to an agreement with a Tennessee company that pays the city a fee to install and maintain them.

The two-bin, 4-ft.-wide, 90-gallon containers are called PartnerBins and they belong to OutdoorPartner Media (OPM), which will

give the city \$30 a month for each receptacle.

In exchange, OPM gets to place paid advertisements on both sides of the sheet-metal containers. "We absorb all the costs of selling the ads," said Mark Brodtkin of OPM, "plus the cleaning and upkeep. And there is no capital outlay required from the host loca-

tion."

Ten receptacles will eventually be placed at Smathers Beach and 10 on North Roosevelt Blvd. between Kennedy and First. In the meantime, for demonstration purposes, two PartnerBins are due to appear here during August, one at Smathers and one on North Roosevelt.