

Sales push starts for PartnerBin ads

By **Pete Beisser**
Staff Writer

A company offering the resort waste bins in return for the right to advertise on them have begun their first push to promote their services to local advertisers.

The Outdoor Media sales team met with several local business owners this week to better familiarize the resort with their PartnerBin in the hopes of selling their available advertising space.

The 400-pound units — with panels on the front, sides and back for poster advertisements — offer the town an advantage over

the previous brown receptacles. The PartnerBins allow for side-by-side disposal of trash separate from that of aluminum and plastic recyclable material.

The first 10 arrived and were installed along Baltimore Avenue in early March. Ten more were scheduled to arrive this week for placement downtown.

Realtor Bryant Hungerford decided to place an ad after driving past the bins shortly after their initial appearance. The mixture of responsible litter and disposal eye catching units made a fast impression, he said.

"I saw the bins and called

immediately," he said. "The advertising is continuous. It's not like a newspaper when you have to get all fired up to do it again. It's the repetition of your face and name out in front of the public. People will pass it everyday."

Last summer, the town council agreed on a one-year pilot revenue sharing program with the company after the success of a demonstration unit.

During the next year, the town will receive \$20 per unit, per month from the company. The compensation would also include the use of the receptacles, the application Ocean City or All-

America City logos and eight panels for the town to advertise special events and other important messages.

Ari Huber, President of Outdoor Partner Media said if the trial is favorable, the town would have the option to expand the following year.

"Is there a potential for a lot more units. Absolutely," he said. "Merchants and service people want a cost effective and appropriate means to reach the public right away."

If Ocean City opted to expand the program after this year, the town would receive more units

and would share revenue from the advertising.

The cross between litter/recycling unit and advertising — at a regular cost of between \$250 and \$300 per month to advertise on the Ocean City units — has been a big hit in the other communities they've been placed.

Advertising on similar units in Key West, Fla. has sold out, Huber said.

"It's affordable. It's highly visible," he said. "It also contributes to the local environment. They're not only getting an ad for their brand, store or product, they're helping to clean up Ocean City."