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Bin advertising

Trash: Possible revenue

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with us to get enough sponsorships to finance us giving away the units for free. We also pay for all cleaning and maintenance of the units.”

Adkins' legislation, to be introduced May 18, urges Metro Public Works to identify an area for a pilot project to try out the program, perhaps the downtown core or Tennessee State University.

“My argument is that there is already a trash can that has to be emptied so we're not incurring any additional cost except to put recycling materials in there as well,” Adkins said.

“You already have the manpower going to that particular garbage bin so all you have to do is change it just a little bit to include recycling.”

The company currently has bins in high-traffic areas of Knoxville, Key West, the University of Memphis, University of Texas at Arlington and Ocean City, Md.

Clark said one large panel, on average, is rented to advertisers for



Photo illustration courtesy of OutdoorPartner Media

PartnerBins are both waste receptacles and recycling centers.

\$210 a month. In some locations the whole unit is rented for \$450-\$500 a month, depending on rates. Also, the ads have to display a community-friendly message.

“This is a way for the city to eliminate a budget item and then we share a part of the revenue we generate from selling advertisement to local businesses,” Clark said. “In effect it also subsidizes

the trash pickup and promotes recycling. It is bringing recycling down to the pedestrian level, not just a home or an office.”

Clark said his receptacles are tailored to fit the community's needs, depending on what materials are accepted by its recycling program. The 400-pound bins are easily emptied by opening doors at each end, he said. ■