

More PartnerBins planned for OC streets

Company says advertiser demand for two-sided trash containers high

By Pete Beisser
Staff Writer

OCEAN CITY — A successful business relationship between the resort and an innovative outdoor advertising group has left town streets cleaner, while increasing the amount of recyclable material collected.

It's also left local advertisers wanting more.

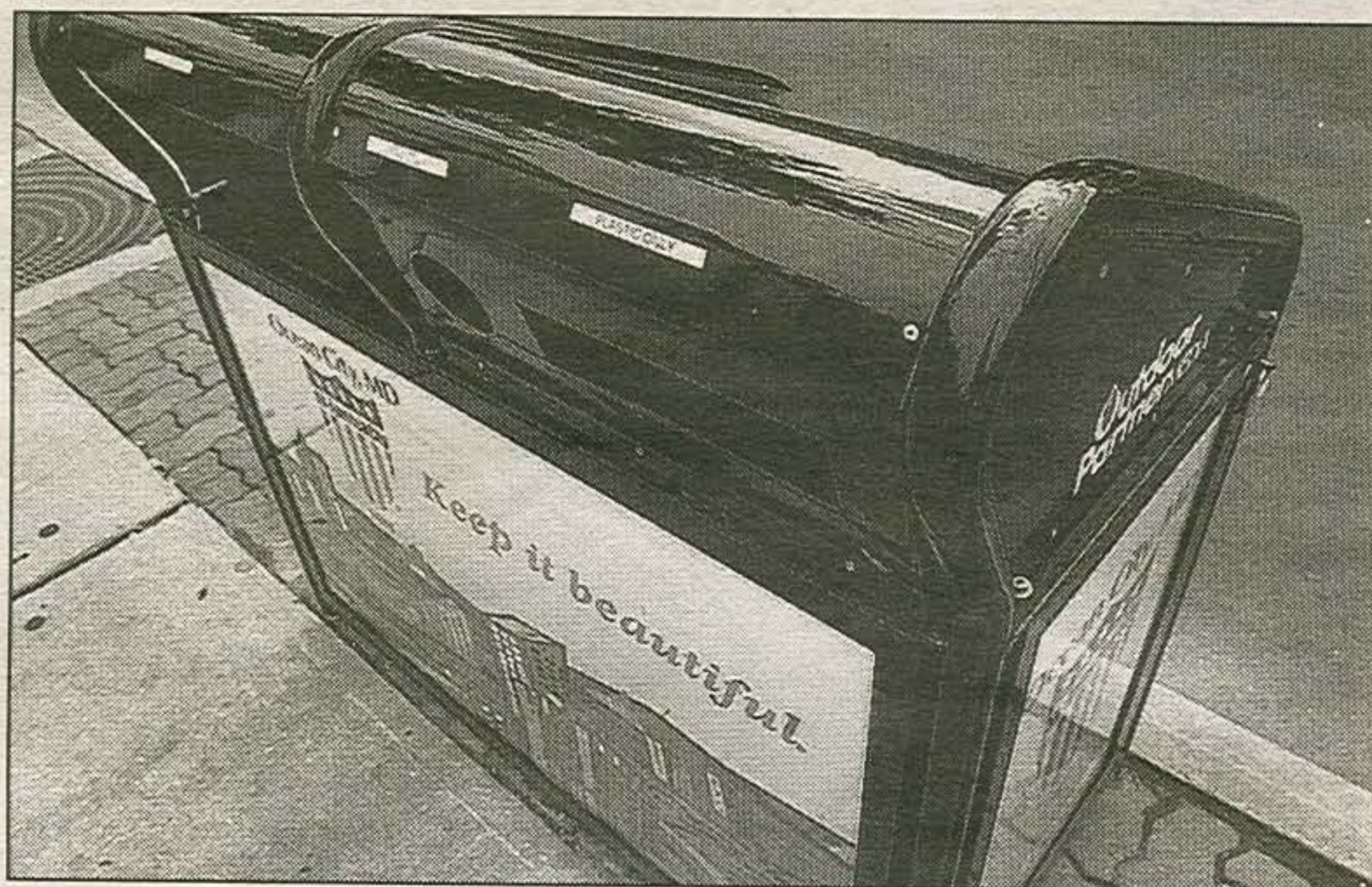
So the creators of the PartnerBins — the two-sided trash receptacles that now line Coastal Highway and Baltimore Avenue — say they will expand the number on the streets past 100 units in the coming months.

Ari Huber, Outdoor Partner Media president, said advertising sales on the panels of the first crop of bins — a cross of litter/recycling and advertising units — in Ocean City was a sell-out success for the company.

Huber said local sales representatives are in the midst of soliciting advertising for this second round of bin placements.

"We're going to be adding more and it's a great success," Huber said. "It's all community based advertisers, that's who we focus on and the pricing is right for them."

Initially started as a pilot program in last March, the company offered the bins free of charge to the resort in return for the permission to sell adver-



File photo

The two-sided PartnerBins are a popular advertising medium for local companies.

tising on the units, several units for promotion of public service messages or town events and a percentage of the total gross.

Huber says the PartnerBins have also been a big hit in several universities — the University of Texas at Arlington, the University of Memphis and Wayne State — and communities including Key West, Fla., Knoxville, Tenn. — where they've been placed.

An advantage over the older 55 gallon brown waste cans the town once put on the street, the PartnerBins' two sides to allow for side-by-side disposal of trash separate from that of aluminum and plastic recyclables.

Bruce Gibbs, Director of

Public Works Maintenance, said the 90-gallon units have prevented bulk trash from being dumped and increased the amount of recyclable material.

"I feel they're a great asset," Gibbs said. "I've had a lot of great compliments about them."

He said Outdoor Partner Media has also kept its promise to maintain the 350-pound units. A cleaning crew maintains upkeep of the bins on a weekly basis.

"I have not had to touch them," Gibbs said.

Reach Pete Beisser at 410-213-9442, Ext. 17 or e-mail pbeisser@smgpo.gannett.com