

# TRANSIT ADVERTISING MOVES PEOPLE.

## CityBus Advertising Rates 2009-2010

### WHOLE BUS ADVERTISING ("Bus Wrap")



Your message on all four sides of the bus. The graphics are produced by wrapping the bus with vinyl (called a "bus wrap"), or by painting the bus, or by a combination of paint and vinyl.

Monthly Gross Rate Per Bus:	
<b>1ST 12 MONTHS:</b>	\$1,250
<b>2ND 12 MONTHS:</b>	\$1,083
<b>3RD 12 MONTHS+:</b>	\$750

**MINIMUM 12 MONTH COMMITMENT REQUIRED.** Includes production/installation of graphics by an approved CityBus vendor. Renewal rates for additional 12-month periods are shown with no changes required to artwork (if artwork changes are required a new contract is executed at the "1st 12 Month" rate on the current rate card). Commission of 15% paid to advertising agencies. Rates shown are gross.

### "CURB APPEAL" POSTER



Curb Appeal ads are posted on the windows and body of the bus on its curb side.

Monthly Gross Rate Per Bus:					
	1 month	2 months	3-5 months	6-11 months	12+ months
<b>1 TO 3 SIGNS:</b>	\$250	\$200	\$180	\$162	\$146
<b>4 TO 6 SIGNS:</b>	\$225	\$180	\$162	\$146	\$131
<b>7 OR MORE:</b>	\$203	\$162	\$146	\$131	\$118

**SIZE OF POSTER: 26" tall by 94" wide.** Additional per-poster printing and installation cost of \$175 will also be billed by CityBus. Posters are printed on perforated window film. Because posters are applied directly to the body and windows of the bus they are not re-usable. Commission of 15% paid to advertising agencies. Rates shown are gross.

### "BACK ATTACK" POSTER



Back Attack ads are posted over the bus's rear window.

Monthly Gross Rate Per Bus:				
	1-2 months	3-5 months	6-11 months	12+ months
<b>1 TO 2 SIGNS:</b>	\$175	\$150	\$135	\$120
<b>3 TO 5 SIGNS:</b>	\$160	\$135	\$120	\$108

**SIZE OF SIGN: 31.5" tall by 49.5" wide.** Additional per-poster printing and installation cost of \$125 will also be billed by CityBus. Posters are printed on perforated window film. Commission of 15% paid to advertising agencies. Rates shown are gross. Because posters are applied directly to the rear window of the bus they are not re-usable.

### EXTERIOR TAIL SIGNS



Exterior Tail Signs are mounted in frames on the back of the bus. Signs can be removed and reused later, making this our most popular option.

Monthly Gross Rate Per Bus:				
	1-2 months	3-5 months	6-11 months	12+ months
<b>1 TO 3 SIGNS:</b>	\$165	\$150	\$135	\$120
<b>4 TO 6 SIGNS:</b>	\$150	\$135	\$120	\$108
<b>7 OR MORE:</b>	\$135	\$120	\$108	\$94

**SIZE OF SIGN: 21"x66" or 21"x48"** (Size of sign depends upon which bus is used.) Advertiser must arrange and pay for design and production of signs independently. A vendor list is available. CityBus will provide a sign blank, pre-cut to fit in the frame on the back of the bus, at no cost to the advertiser or the advertiser's signage vendor. Commission of 15% paid to advertising agencies. Rates shown are gross.

### INTERIOR CAR CARDS



Interior car cards snap into a rail running along both sides of the interior of the bus, where they are viewed by passengers inside the bus. CityBus places two signs in each bus for the rate shown.

Monthly Gross Rate for Two (2) 11"x22" Signs in 60 Buses:				
	1-2 months	3-5 months	6-11 months	12+ months
<b>RATE (2 CARDS PER BUS):</b>	\$233	\$210	\$188	\$165

Cards must measure exactly 11" tall in order to fit properly in the racks inside the buses. Cards must be printed on a material thick enough that the sign does not fall out of the rack even if the windows of the bus are open. CityBus recommends that signs be printed on polystyrene material that is .0040" thick. Signs can be either 22" or 17" wide. 120 cards are needed to place two inside 60 buses. Advertiser must arrange and pay for design and production of signs independently. A vendor list is available. Commission of 15% paid to advertising agencies. Rates shown are gross.

**Call (765) 423-2666 today to get your advertising moving.**



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