



Exterior Transit Advertising Rates

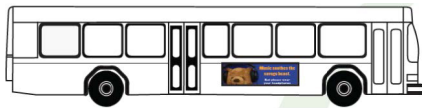
Contact T Harrison at harrisonsntc@cityofgainesville.org
 (352) 393-7830 • Rates Effective January 2017

Exterior Advertising Rates

Rates represent per bus ad space only with a 4-week minimum buy. Installation and removal included on Queen and King rates ONLY. Advertiser contracts separately with print/production and graphic vendor of their choice.

Per Bus Rate For 1-5 Buses*	Queen	King	Kong	King-Kong	Full-Side
4 Weeks (minimum)	\$320	\$420	\$640	\$840	\$1,500
Each additional week	\$80	\$105	\$160	\$210	\$625

*A 10% discount will be applied to orders of 6 or more buses. A 10% discount will be applied to contracts lasting 34-51 weeks, and an additional 15% discount to contracts lasting more than 52 weeks. Exterior advertising content, production and design requirement terms are on advertising and specifications sheet (see page 3).



Queen - Curbside 30" x 94"



King - Driver's side 30" x 144"



Kong - Driver's side



King-Kong - Curbside

Kong and King Kong size depends on the bus.

Full Bus Wrap Advertising Rates

	1 Bus	2-5 Buses	Add. Week	6+Buses
4 Weeks (minimum)	\$3,000	\$2,615	\$625	
8 Weeks	\$4,875	\$4,210	\$550	
12 Weeks	\$6,150	\$5,285	\$475	
16 Weeks	\$7,000	\$6,324	\$400	
34 Weeks	\$10,500	\$9,000	\$300	
52 Weeks (1 Year)	\$11,645	\$9,400	\$250	\$7990

Available Discounts:



- Monthly Billing Available
- 10% for 2 year contract
- 10% for full payment
- No PSA discounts

RTS requests original electronic artwork to make repairs if graphics are damaged.

Exterior Advertising Terms & Specifications

Exterior Graphic Product Specifications: RTS prefers exterior advertising be produced on 3M 40C or 3M 1J46 with 8509 Laminate and 3M1J65 Window Perf 60/40 with 8518 Laminate or their equivalent with UV Clear coat removable adhesive vinyl.

Rates represent ad space only. Advertiser is responsible for design, production, installation and removal of ad upon end of contract (installation and removal included in Queen and King rates ONLY).

RTS can provide contact information to advertiser and will assist with installation arrangement. All installation agreements must be finalized and confirmed 10 working days prior to campaign start date.

RTS offers a 10% discount off exterior advertising rates, **except full bus wraps**, for organizations meeting the PSA requirements as listed on page 3. All exterior ads must be replaced every 2 years to avoid vehicle damage.



Combo Bus Wrap

(352) 393-7830 • Effective January 2017

2 Ad Combo Wrap (1 per side)



6 Ad Combo Wrap (3 per side)



4 Ad Combo Wrap (2 per side)



Combo Full Bus Wraps Rates Advertising Rates

Contract Term	Number of Advertisers	1 Bus	2-5 Bus	Add. Week
4 Weeks		Total:\$3,000.00	Total:\$2,615.00	Total:\$625.00
	2Businesses	\$1,500.00	\$1307.50	\$312.50
	4Businesses	\$750.00	\$653.75	\$156.25
	6Businesses	\$500.00	\$435.75	\$104.17
8 Weeks		Total:\$4,875.00	Total:\$4,210.00	Total:\$550.00
	2Businesses	\$2,437.75	\$2105.00	\$275.00
	4Businesses	\$1,218.75	\$1052.50	\$137.50
	6Businesses	\$812.75	\$701.50	\$91.67
12 Weeks		Total: \$6,150.00	Total: \$5,285.00	Total:\$475.00
	2Businesses	\$3,075.00	\$2,642.50	\$237.50
	4Businesses	\$1,537.50	\$1,321.25	\$118.75
	6Businesses	\$1,025.00	\$880.75	\$79.17
**16 Weeks		Total: \$7,000.00	Total: \$6,324.00	Total:\$400.00
	2Businesses	\$3,500.00	\$3,162.00	\$200.00
	4Businesses	\$1,750.00	\$1,581.00	\$100.00
	6Businesses	\$1,166.75	\$1,054.00	\$66.67
**34 Weeks		Total: \$10,500.00	Total: \$9,000.00	Total:\$300.00
	2Businesses	\$5,250.00	\$4,500.00	\$150.00
	4Businesses	\$2,625.00	\$2,250.00	\$75.00
	6Businesses	\$1,750.00	\$1,500.00	\$50.00
**52Weeks		Total: \$13,700.00	Total: \$11,059.00	Total:\$250.00
	2Businesses	\$6,850.00	\$5,529.50	\$125.00
	4Businesses	\$3,425.00	\$2,764.75	\$62.50
	6Businesses	\$2,225.00	\$1,764.75	\$41.67

Costs on RTS Exterior Transit Advertising Rates sheet are for bus advertising space only. Advertiser is separately responsible for full bus wrap exterior graphics design, production, shipping, install & removal costs. The average cost is \$4500.00 for a vendor to print, produce, ship, install and removal full bus wrap graphics. Graphic design cost are not included in that figure.

For more information contact:
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Exterior Advertising Terms & Specifications

Rates represent bus ad display space ONLY. All installation agreements must be finalized and confirmed 10 working days prior to campaign start date.

- Advertiser is separately responsible for design, production, shipping, installation and removal of ad upon end of contract. RTS can provide contact information to advertiser and will assist with installation arrangement.
- The average cost is \$5,000.00 for a vendor to print, produce, ship, install, and remove full bus wrap graphics. Graphic design costs are not included in this figure.
- RTS can provide a list of suggested vendors based on previous advertisers' feedback. The list offers full service agencies as well as individual graphic designers and print production vendors.
- Exterior Graphic Product Specifications: RTS prefers exterior advertising be produced on 3M 40C or 3M 1J46 with 8509 Laminate and 3M1J65 Window Perf 60/40 with 8518 Laminate or their equivalent with UV Clear coat removable adhesive vinyl.