



Bloomington Transit

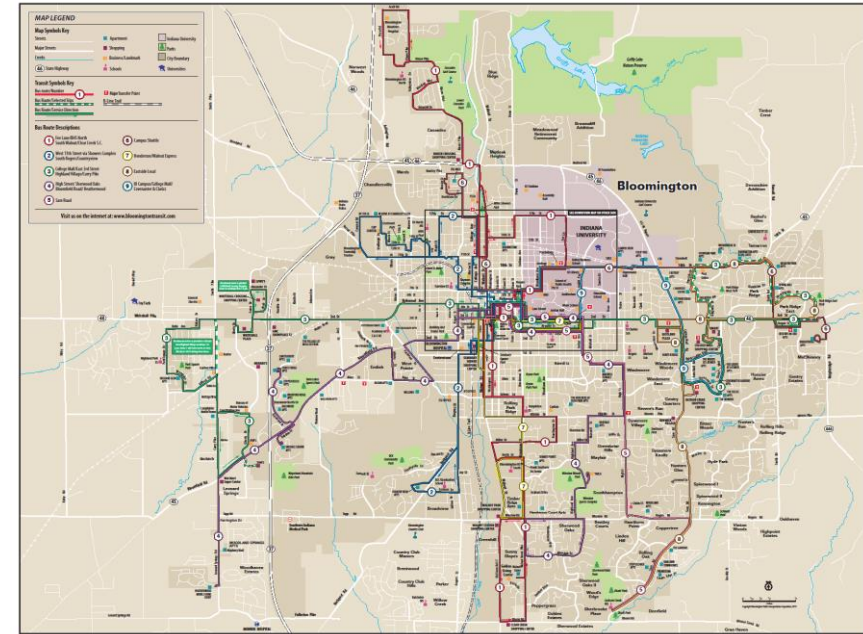
 **MESMERIZE**
Out of home. Into action.

BLOOMINGTON TRANSIT



Buses travel where no other outdoor advertising exists, taking your message directly to your audience.

- **Annual Ridership:** 3.1 million riders per year
- **Miles Driven:** 1,191,376 miles per year
- **Routes:** Buses cover downtown Bloomington and Indiana University
- **Media Tactics:** Variety of exterior & interior bus signage available



TRANSIT MARKETING

TRANSIT FORMATS



King Panels



Queen Panels



Tail Panels



King Kongs



Queen Kongs



Full Wraps

Rate Card

***All rates are NET*



Full Bus Wraps (Multi) – Own The Entire Bus!			
# of Units	1 Year	2 Years	3 Years
1	\$2,000/Month	\$1,850/Month	\$1,750/Month

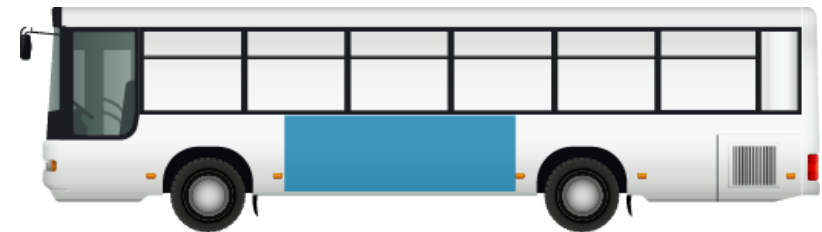
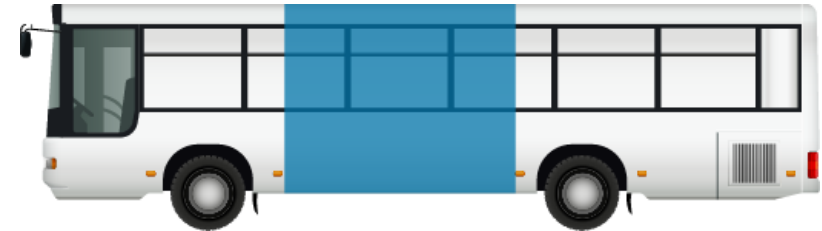
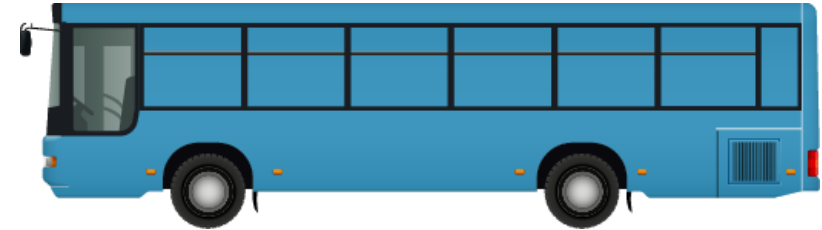
Production of \$8,250 included for contracts 3 years or more

King & Queen Kongs (Mult.) – Driver/Passenger Side Half-Wraps			
# of Units	4 Weeks	24 Weeks	52 Weeks
10	\$7,600	\$7,200	\$6,800
5	\$4,275	\$4,000	\$3,825
3	\$2,850	\$2,700	\$2,550

Production: Between \$1,300 - \$1,000 per wrap (Print & Install)

King Panels (30" x 140") – Driver Side Panels			
# of Units	4 Weeks	24 Weeks	52 Weeks
10	\$3,000	\$2,750	\$2,500
5	\$1,625	\$1,500	\$1,375
3	\$1,050	\$975	\$900

Production: \$195 per panel (Print & Install)



Rate Card

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Queen Panels (29" x 96") – Passenger Side Panels			
# of Units	4 Weeks	24 Weeks	52 Weeks
10	\$2,250	\$2,000	\$1,750
5	\$1,250	\$1,125	\$1,000
3	\$825	\$750	\$675

Production: \$175 per panel (Print & Install)

Tail Panels (Multi) – Located on the Back of each Bus			
# of Units	4 Weeks	24 Weeks	52 Weeks
10	\$2,250	\$2,000	\$1,750
5	\$1,250	\$1,125	\$1,000
3	\$825	\$750	\$675

Production: \$150 per panel (Print & Install)

Bike Rack Ads (16" x 48") – Located on the front Bike Rack frame			
# of Units	4 Weeks	24 Weeks	52 Weeks
10	\$1,100	\$950	\$900
5	\$575	\$525	\$475
3	\$375	\$330	\$300

Production: \$75 per panel (Print & Install)



Rate Card

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Interior Car Cards (11" x 28") – Located along the side of the Bus & above the exit			
# of Units	4 Weeks	24 Weeks	52 Weeks
30	\$720	\$600	\$480
20	\$540	\$440	\$360
10	\$300	\$250	\$200

Production: \$25 per panel (Print & Install)

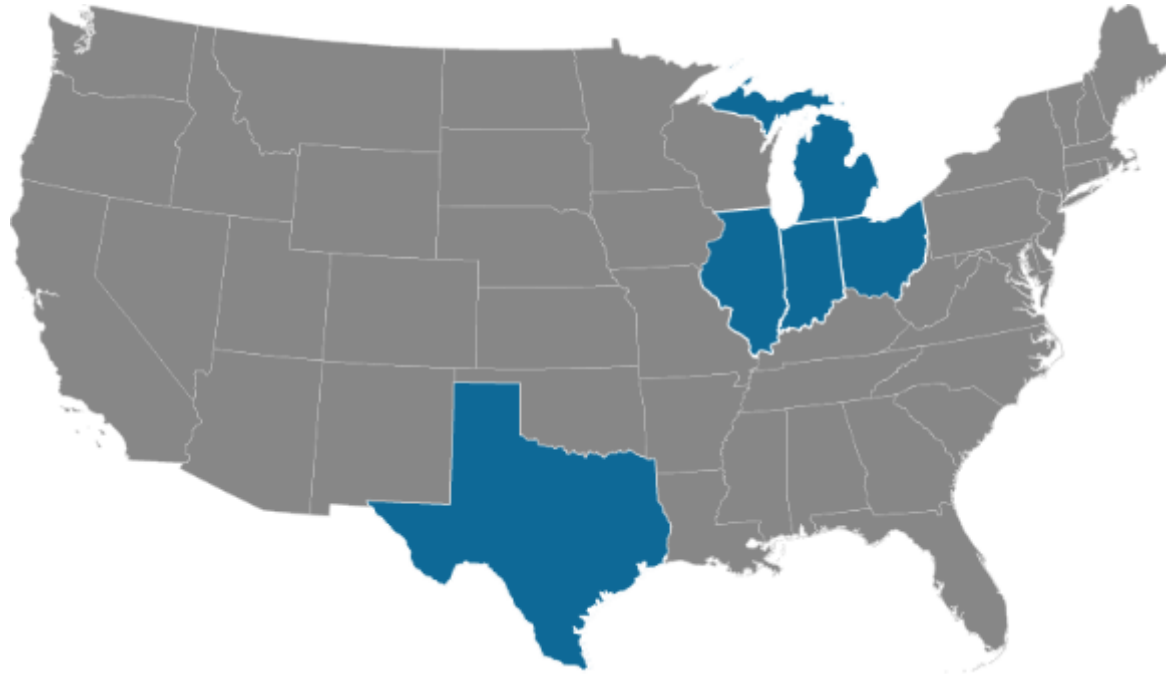
Michelangelo Interiors – Located on the Ceiling of the Aisle			
# of Units	4 Weeks	24 Weeks	52 Weeks
10	\$400	\$360	\$320
5	\$225	\$200	\$180
3	\$150	\$135	\$120

Production: \$75 per panel (Print & Install)



TRANSIT MARKETING

AVAILABLE FORMATS BY MARKET



Media	Bus	Paratransit	Motorcoach	Rail	Shelters
ILLINOIS					
Chicago			●	●	
Quad Cities	●				
Quincy		●			
INDIANA					
Bloomington	●	●			
Crown Point		●			
Evansville		●			
Ft. Wayne		●			
Gary	●	●			●
Indianapolis		●			●
Lafayette		●			
Michigan City		●			
South Bend	●	●			●
Terra Haute	●	●			
Valparaiso		●			
Vincennes		●			
OHIO					
Sandusky		●			
Toledo		●			
MICHIGAN					
Kalamazoo	●	●			
TEXAS					
Abilene	●				
Dallas-Ft Worth	●				
San Antonio	●				