

Interior Advertising

Baylor University Shuttle Interior Pricing (4 Trolleys)

Overhead Interior Cards

Signage cost:	\$50 per trolley per month or \$175 for all four trolleys per month
Printing Per Interior Ad (One time per ad fee)	
1 Ad	\$30.00
2-5 Ad's	\$25.00
6-10 Ad's	\$20.00
Installation (Per order)	\$45.00
Ad size:	28" w X 11" h

Behind drivers seat Interior Ad

Signage cost:	\$75 per trolley per month
Printing cost: (One time per ad fee)	
1 Ad	\$35.00
2-5 Ad's	\$30.00
6-10 Ad's	\$25.00
Ad size:	18" w X 24" h

Video:

30 Second Time Slot:	\$300 per month up to 30 seconds time spot for Baylor University Shuttles
Set up cost:	\$100 set up (one time fee per ad)
Ad size:	Ad will run simultaneously on two 15" color flat panel TV's Ad will run at least once every 15 minutes, vehicles run 10 hours a day 5 days a week during the school year, your ad will run over 3000 times during the course of a month (which is less than .10 cents per viewing)
Acceptable Formats:	MPEG2 & VOB (Video only, no audio)

Fixed Route Bus Interior Pricing

Signage cost:	\$200 per month for all buses
Printing Per Interior Ad (One time per ad fee)	
1 Ad	\$30.00
2-5 Ad's	\$25.00
6-10 Ad's	\$20.00
Installation (Per order)	\$45.00
Ad size:	28"w X 11"h

Behind drivers seat Interior Ad

Signage cost:	\$50 per fixed route bus per month
Printing cost: (One time per ad fee)	
1 Ad	\$35.00
2-5 Ad's	\$30.00
6-10 Ad's	\$25.00
Ad size:	18"w X 24"h

Fixed Route Bus Interior Pricing Continued**Video:**

30 Second Time Slot:	\$300 per month up to 30 seconds time spot for Fixed Route Service
Set up cost:	\$100 set up (one time fee per ad)
Ad size:	Ad will run simultaneously on two 15" color flat panel TV's Ad will run at least twice every hour, vehicles run 14 hours a day 6 days a week, your ad will run over 7000 times during the course of a month (which is less than .03 cents per viewing)
Acceptable Formats:	MPEG2 & VOB (Video only, no audio)

Exterior Bus Advertising

Exterior Bus Pricing Per Month

Full Bus Wrap

Space Leasing

(Both sides and rear) \$800.00

Printing, Design & Installation \$12,000-\$13,000

Half Bus Wrap

Space Leasing

(One side only) \$500.00

Printing, Design & Installation \$6,000-\$6,500

Side Window of Optima Bus

(NEW-GREAT VALUE)

Space Leasing Per Window

One Window \$150.00

Two or more Windows \$125.00

All four windows (street-side) \$400.00-Total

All three windows (curb-side) \$300.00-Total

Printing & Design Per Ad

(One time per ad fee)

1 Ad \$335.00

2-4 Ad's \$300.00

Installation

(One time per ad fee) \$120.00

Ad Size: 29w X 45"h

Exterior Bus Pricing Per Month Continued**Back Window of Optima Bus**

Space Leasing

One Bus \$300.00

Printing & Design Per Ad

(One time per ad fee)

1 Ad \$450.00

2-4 Ad's \$410.00

Installation

(One time per ad fee) \$120.00

Ad Size: 71 ½"w X 30"h

Exterior Bus Pricing Per Month Continued**Back Window of ADA Vans**

Space Leasing

One Van \$200.00

Printing & Design Per Ad

(One time per ad fee)

1 Ad \$385.00

2-4 Ad's \$370.00

Installation

(One time per ad fee) \$120.00

Ad Size: 56w X 18 ½"h

Printing & Design Per Ad

(One time per ad fee)

1 Ad \$335.00

2-4 Ad's \$300.00

Installation

(One time per ad fee) \$120.00

Ad Size: 45w X 27"h

Exterior Bench Advertising

Bench Pricing Per Month

Space Leasing Per Bench

1-5 Benches for:

1-5 Months	\$80.00
6-12 Months	\$75.00

6 or more benches for:

1-5 Months	\$70.00
6-12 Months	\$60.00

Design & Printing Per Bench
(One time per bench fee)

1 bench	\$110.00
2-4 benches	\$99.00
5-9 benches	\$88.00
10+ benches	\$66.00

Ad Size: 70" w X 21" h

Exterior Shelter Advertising

(NEW)

Shelter Pricing Per Month

Space leasing Per Side

1 Shelter for:

 1-5 Months \$250.00

 6-12 Months \$225.00

2 or more shelters for:

 1-5 Months \$225.00

 6-12 Months \$200.00

Design & Printing Per Shelter

(One time per shelter fee) 40''wX60''h & 48''wX60''h

 1 shelter \$215.00

 2-4 shelters \$170.00

 5-9 shelters \$160.00

 10+ shelters \$150.00

57''w X 60''h

\$260.00

\$225.00

\$210.00

\$200.00

Ad Size:

40''w X 60''h

48''w X 60''h

57''w X 60''h

Exterior Head Sign Advertising

(NEW)

Pricing per day of the week for 1 Month

Space Leasing Per month

1 day of the week: \$400.00

2 days of the week or more: \$750.00

Ad will display on front and side head sign of each bus (minimum eight) from 5:15a.m. –7:15p.m. Mon.-Fri. and 6:15a.m.-8:15p.m. on Sat.

Ad will display four days per month, 14 hours a day on 8 buses all over Waco and surrounding communities.