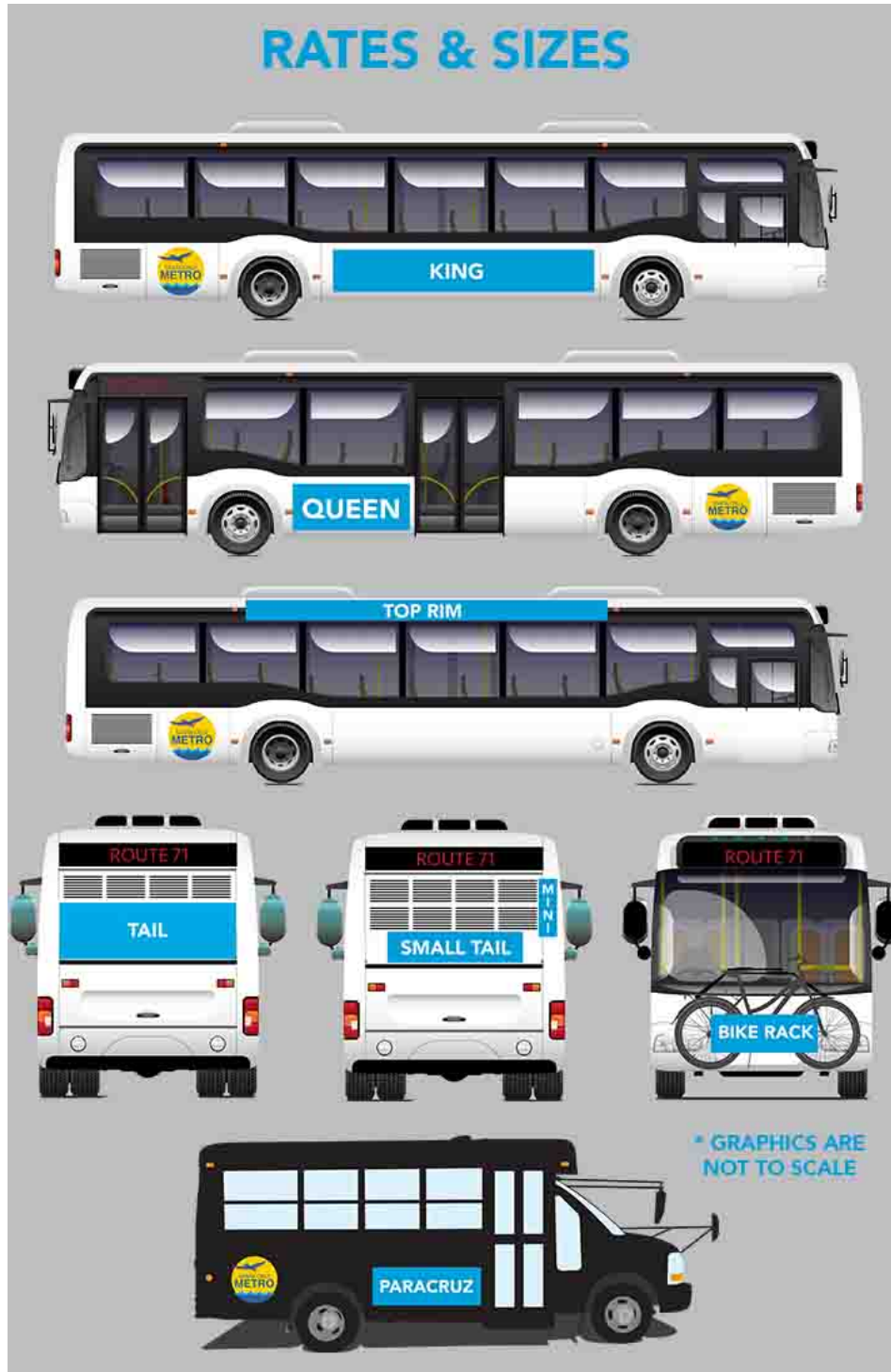




Santa Cruz METRO Bus Advertising Sizing & Rates





Santa Cruz METRO Bus Advertising Sizing & Rates

Ad Type	Size	Location
KING (FRAME OR VINYL)	30" X 144"	STREET/DRIVER SIDE
QUEEN (FRAME OR VINYL)	30" X 88"	CURB/PASSENGER LOADING SIDE
TAIL (FRAME OR VINYL)	21" X 72"	BACK/REAR
SMALL TAIL (VINYL ONLY)	12" x 40"	BACK/REAR
MINI TAIL (VINYL ONLY)	EMAIL FOR DETAILS	BACK/REAR
TOP RIM (VINYL ONLY)	EMAIL FOR DETAILS	TOP SIDE RIM PANELS
BIKE RACK (VINYL ONLY)	EMAIL FOR DETAILS	FRONT BIKE RACK
INTERIOR CAR CARDS	11" x 17"	INTERIOR ADVERTISING
PARACRUZ ADS (VINYL ONLY)	21" X 72"	STREET & CURB SIDE

Ad Size	1 Month Rate	3 Month Rate 0% DISCOUNT	6 Month Rate 10% DISCOUNT	12 Month Rate 15% DISCOUNT
KING	\$420	\$420	\$380	\$360
QUEEN	\$265	\$265	\$240	\$225
TAIL	\$440	\$440	\$395	\$375
SMALL TAIL	\$270	\$270	\$240	\$230
MINI TAIL	\$200	\$200	\$180	\$170
TOP RIM	\$300	\$300	\$270	\$255
BIKE RACK	\$130	\$130	\$115	\$110
CAR CARDS	\$25	\$23	\$22	\$20
PARACRUZ VANS SIDES	\$240	\$240	\$215	\$205

FRAME AD MOUNTING COSTS

KING \$75 PER SIGN*

QUEEN \$50 PER SIGN*

TAIL \$35 PER SIGN*

CAR CARDS \$5 PER SIGN*

*ONE TIME CHARGE AT INSTALL & CAMPAIGN CHANGE

VINYL MOUNTING COSTS DETERMINED BY VENDOR