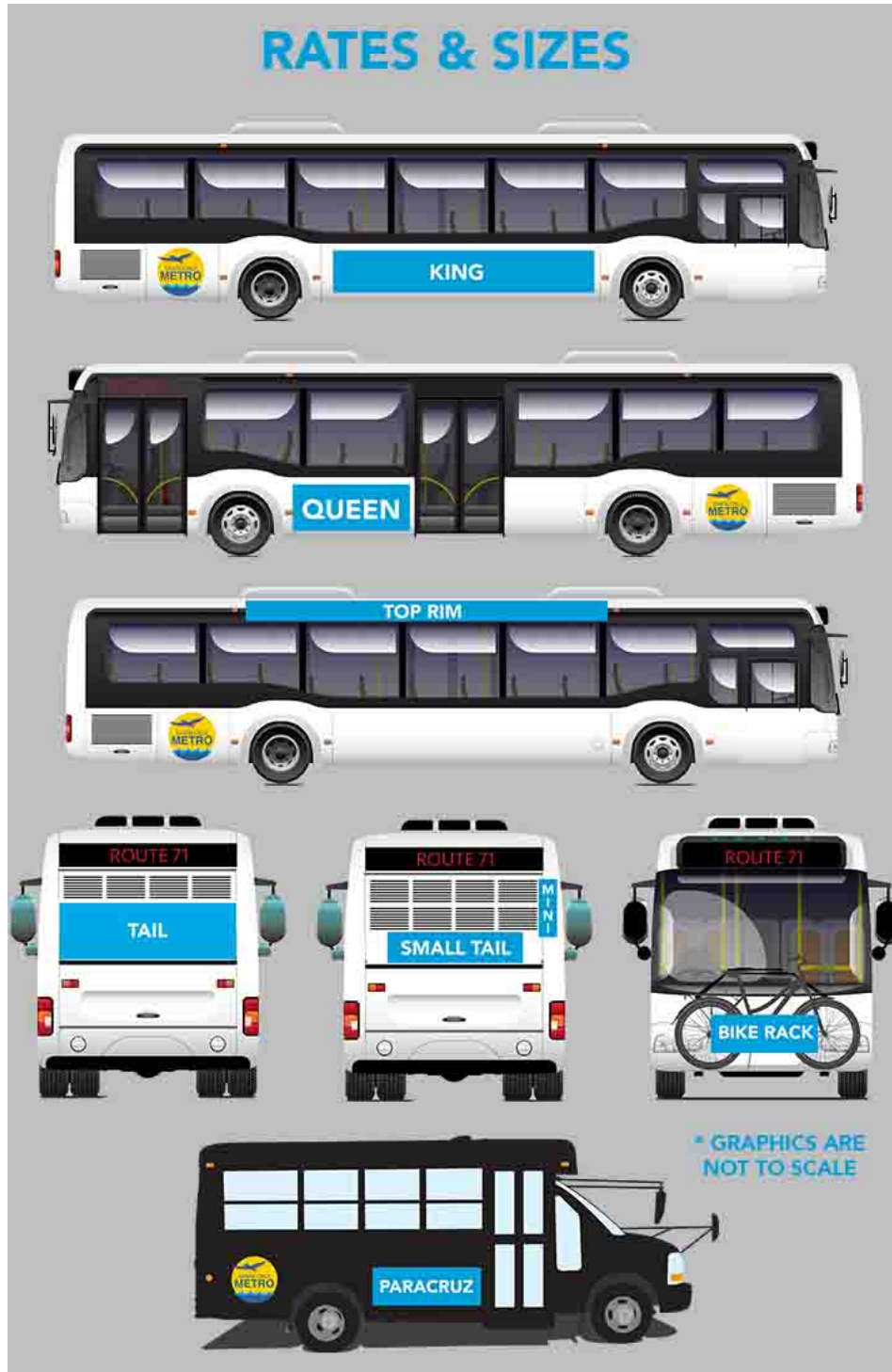




# Santa Cruz METRO Bus Advertising Sizing & Rates





## Santa Cruz METRO Bus Advertising Sizing & Rates

Ad Type	Size	Location
<b>KING</b> (FRAME OR VINYL)	30" X 144"	STREET/DRIVER SIDE
<b>QUEEN</b> (FRAME OR VINYL)	30" X 88"	CURB/PASSENGER LOADING SIDE
<b>TAIL</b> (FRAME OR VINYL)	21" X 72"	BACK/REAR
<b>SMALL TAIL</b> (VINYL ONLY)	12" x 40"	BACK/REAR
<b>MINI TAIL</b> (VINYL ONLY)	EMAIL FOR DETAILS	BACK/REAR
<b>TOP RIM</b> (VINYL ONLY)	EMAIL FOR DETAILS	TOP SIDE RIM PANELS
<b>BIKE RACK</b> (VINYL ONLY)	EMAIL FOR DETAILS	FRONT BIKE RACK
<b>INTERIOR CAR CARDS</b>	11" x 17"	INTERIOR ADVERTISING
<b>PARACRUZ ADS</b> (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
<b>KING</b>	\$420	\$420	\$380	\$360
<b>QUEEN</b>	\$265	\$265	\$240	\$225
<b>TAIL</b>	\$440	\$440	\$395	\$375
<b>SMALL TAIL</b>	\$270	\$270	\$240	\$230
<b>MINI TAIL</b>	\$200	\$200	\$180	\$170
<b>TOP RIM</b>	\$300	\$300	\$270	\$255
<b>BIKE RACK</b>	\$130	\$130	\$115	\$110
<b>CAR CARDS</b>	\$25	\$23	\$22	\$20
<b>PARACRUZ VANS SIDES</b>	\$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**