

# COG RTS TRANSIT ADVERTISING



Advertising Sales  
(352) 393-7855

## Available Discounts

- 10% Ad Agency or PSA (Not Both) Discount\*
- 10% Up Front Payment Discount
- 10% 6 or more buses Discount
- 15% 12 or more Full Wrap buses

### FULL WRAP

Months	Base Rate	1 Discount*	2 Discount*	3 Discount*
4	\$4,500	\$4,050	\$3,600	\$3,150
8	\$8,800	\$7,920	\$7,040	\$6,160
12	\$12,000	\$10,800	\$9,600	\$8,400
24	\$24,000	\$21,600	\$19,200	\$16,800



### KING KONG

Months	Base Rate	1 Discount*	2 Discount*	3 Discount*
1	\$900	\$810	\$720	\$630
4	\$3,420	\$3,078	\$2,736	\$2,394
8	\$6,480	\$5,832	\$5,184	\$4,536
12	\$9,180	\$8,262	\$7,344	\$6,426



### KONG

Months	Base Rate	1 Discount*	2 Discount*	3 Discount*
1	\$700	\$630	\$560	\$490
4	\$2,660	\$2,394	\$2,128	\$1,862
8	5,040	\$4,536	\$4,032	\$3,528
12	\$7,140	\$6,426	\$5,712	\$4,998



**AD SIZE:** 18 feet wide by 42 inches for Low Floor Bus Model / 18 feet x 50 inches for Phantom Bus Model

### KING (Street side)

Months	Base Rate	1 Discount*	2 Discount*	3 Discount*
1	\$450	\$405	\$360	\$315
4	\$1,710	\$1,539	\$1,368	\$1,197
8	\$3,240	\$2,916	\$2,592	\$2,268
12	\$4,590	\$4,131	\$3,672	\$3,213



**AD SIZE:** 144 inches x 30 inches

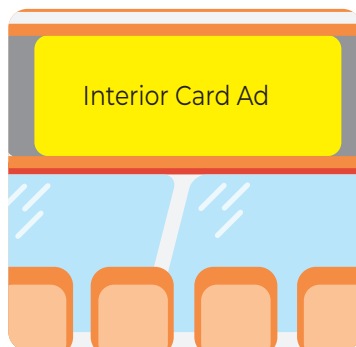
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## QUEEN (Curb side)

Months	Base Rate	1 Discount*	2 Discount*	3 Discount*
1	\$350.00	\$315	\$280	\$245
4	\$1330	\$1,197	\$1,064	\$931
8	\$2520	\$2,268	\$2,016	\$1,764
12	\$3570	\$3,213	\$2,856	\$2,499



**AD SIZE:** 94 inches x 30 inches



## INTERIOR CARDS

All pricing is for space only per bus / 4 weeks

4 Weeks	Base Rate	1 Discount*
11 x 17	\$680	\$612
11 x 28	\$820	\$738
11 x 35	\$960	\$864
11 x 42	\$1,000	\$900

**AVAILABLE DISCOUNT:** 10% Ad Agency or Public Service Announcement (Not Both) Discount

### Exterior Advertising Terms & Specifications

RTS contracts with and invoices one advertiser/agency. Contracting advertiser/agency is responsible for billing and collecting revenue from multiple contributors. Rates represent bus advertising display space ONLY.

- Advertiser is separately responsible for full bus wrap exterior graphics cost design, production, shipping, install and removal. RTS can provide contact information to advertiser and will assist with installation arrangement.
- The average cost is \$6,000.00 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.
- All installation agreements must be finalized and confirmed 10 working days prior to campaign start date.
- Exterior Graphic Product Specifications: RTS prefers exterior advertising be produced on 3M 40C with Laminate or equivalent

### Interior Cards RTS Preferred Interior Card Specifications

- HIP Plastic Print on HIP plastic .040 thickness
- Laminated 65# cover stock paper; 5 mil laminate - 2 sides.
- Maintain 1" border around the "Live Area" of the graphic design - keep text 1" from edge
- Interior cards must be delivered to RTS 10 working days prior to the campaign start date.
- Interior cards will be recycled at the end of campaign term.

### \* PSA Terms for 10% Discount

In order to qualify as a public service organization, the following must apply:

- The organization must be a 501(c)3 charitable, non-profit or public service organization.
- The organization's purpose must be to serve the social needs of the community.
- No other advertising is being purchased from other media at full rate.

- Ad space is provided by the City of Gainesville RTS on an availability basis and is preemptible by full-rate advertisers.
- A 15% agency commission is not available for public service advertising.
- PSA rates not available for Full Bus Wraps, print or Web advertising.

### Terms and Conditions

- Rates represent space only and not production, installation or removal (unless notated).
- 10% agency discount is available to qualified agencies, this discount is not available for Public Service Advertising.
- An advertising agency placing an ad on behalf of another entity agrees to be jointly, severally and directly liable to RTS and the City for the payment and performance of each obligation of the advertiser under this agreement. Non-payment or delinquent payment may result in cancellation and removal of advertising.
- Advertiser or agency agrees to supply own display materials. All production provided by advertiser.
- Advertising is subject to content and design requirements set forth by the City of Gainesville and RTS prior to production. Advertising may be subject to other conditions
- as required by RTS and or the City of Gainesville, RTS cannot accept advertising promoting or including the following:
  - Alcohol
  - Tobacco Products
  - Illegal Drugs
  - Explicit Sexual Material
  - Illegal Activity
  - Political Issues
  - Religion
- If for any reason, a bus with advertisements is inoperable during the contract term, then the contract will be extended for an equivalent length of time. RTS will replace any damaged exterior graphics at its expense, unless damage is due to defective materials, installation or production.

RTS does not guarantee advertisement being on a specified route.