



PRINTING  
COSTS

+



ADVERTISING  
COSTS

### People Mover: Exterior Signs

	Printing Cost (per sign)					Advertising Cost
	1	5	10	15+		Per Bus
<b>Driver Side</b>	\$232	\$160	\$127	\$122	+	\$130/week*
<b>Curb Side</b>	\$215	\$146	\$117	\$112	+	\$120/week*
<b>Rear</b>	\$117	\$117	\$98	\$94	+	\$120/week*
<b>Driver Side</b> (neighborhood routes)	\$117	\$117	\$98	\$94	+	\$100/week*

Printing costs above include: Installation fee and sign storage for future placements. Signs are reusable.

\*\$10 more for summer.

### People Mover: Interior Signs

	Printing Cost (per sign)		Advertising Cost
	42 Signs		For All 42 Buses
<b>Interior Sign</b>	\$855 (1 sign per bus)	+	\$3200/6 months or \$4800/year

### AnchorRIDES: Exterior Signs

	Printing Cost (per sign)					Advertising Cost
	1	5	10	15+		Per Bus
<b>Driver Side</b>	\$117	\$117	\$98	\$94	+	\$35/week, 4 week minimum

### People Mover: Full Wrap

	Printing Cost (per bus)		Advertising Cost
	1 Full Wrap		Per Bus
<b>Full Wrap</b>	\$19,500*	+	\$32,500/year, 1 year minimum
<b>Full Wrap</b> (neighborhood routes)	\$10,000*	+	\$15,000/year, 1 year minimum

\*Printing cost above include: One-time prep fee + wrap.

## SAMPLE COSTS

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### **First Time Placements** (includes printing & install)

Two buses, rear display, three weeks in winter = \$954  
Ten AnchorRIDE displays, 4 weeks = \$2,380  
52 buses, interior display, 6 months = \$4,269  
Five buses, curbside display, 8 weeks in summer = \$5,930

### **Future Placements** (using existing signs\*)

Two buses, rear display, three weeks in winter = \$720  
Ten AnchorRIDE displays, 4 weeks = \$1,400  
52 buses, interior display, 6 months = \$3,200  
Five buses, curbside display, 8 weeks in summer = \$5,200

\*If you take a break in placement and we remove the sign, then the cost is \$25 to re-install an existing sign. There is no cost for sign storage.