



ADVERTISING
COSTS

+



PRINTING
COSTS

Exterior Signs

Advertising Cost			Printing Cost (per sign)			
	Per Bus*		1	5	10	15+
Driverside	\$130/week	+	\$263	\$179	\$141	\$136
Curbside XL	\$125/week	+	\$263	\$179	\$141	\$136
Curbside	\$120/week	+	\$243	\$163	\$131	\$125
Rear	\$120/week	+	\$131	\$131	\$108	\$108
AnchorRIDES	\$35/week	+	\$131	\$131	\$108	\$108

*\$10 more for summer; 2 week minimum on all placements besides AnchorRIDES (4 week minimum)

Printing costs include installation and sign storage for future placements (signs are reusable for a \$25 reinstallation cost)

Vinyl Displays and Bus Wraps

Advertising Cost			Printing, Installation and Future Removal*
Driverside XL Vinyl Display	\$9,500/6 months, \$16,500/1 year for 3 buses	+	\$2,618 for 3 buses
Partial Rear Wrap	\$7,500/6 months, \$13,000/1 year for 3 buses	+	\$1,395 for 3 buses
Full Rear Wrap	\$16,000/year, 1 year minimum	+	\$5,250 per bus
Full Wrap	\$32,500/year, 1 year minimum	+	\$21,363 per bus

*Final printing cost depends on printer selected and material costs. Includes prep fee and wrap.

Interior Displays

Advertising Cost For All 60 Buses			Printing and Installation Cost 60 Displays
Static Interior Displays	\$3,200/6 months, \$4,800/year	+	\$1,135 (1 sign per bus)
Digital Interior Displays	\$5,200/6 months, \$7,400/year	+	\$100 installation/creative batch

Double truck static interior displays are available at 2x advertising and printing costs