



PRINTING COSTS

+



ADVERTISING COSTS

People Mover: Exterior Signs

	Printing Cost (per sign)					Advertising Cost
	1	5	10	15+		Per Bus
Driver Side	\$253	\$173	\$136	\$131	+	\$130/week*
Curb Side	\$234	\$158	\$127	\$121	+	\$120/week*
Rear	\$127	\$127	\$105	\$105	+	\$120/week*
Driver Side (neighborhood buses)	\$127	\$127	\$105	\$105	+	\$100/week*

Printing costs above include installation fee and sign storage for future placements. Signs are reusable with a \$25 reinstallation cost.

*\$10 more for summer.

People Mover: Interior Signs

	Printing Cost (per sign)		Advertising Cost
	50 Signs		For All 50 Buses
Interior Sign	\$985 (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
Driver Side	\$127	\$127	\$105	\$105	+	\$35/week, 4 week minimum

People Mover: Bus Wraps

	Printing Cost (per bus)		Advertising Cost
	1 Full Wrap		Per Bus
Full Wrap	\$20,650*	+	\$32,500/year, 1 year minimum
Rear Wrap	\$5,250*	+	\$16,000/year

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