



PRINTING
COSTS

+



ADVERTISING
COSTS

People Mover: Exterior Signs

| | Printing Cost (per sign) | | | | | Advertising Cost |
|--|--------------------------|-------|-------|-------|---|------------------|
| | 1 | 5 | 10 | 15+ | | Per Bus |
| Driver Side | \$232 | \$160 | \$127 | \$122 | + | \$130/week* |
| Curb Side | \$215 | \$146 | \$117 | \$112 | + | \$120/week* |
| Rear | \$117 | \$117 | \$98 | \$94 | + | \$120/week* |
| Driver Side (neighborhood buses) | \$117 | \$117 | \$98 | \$94 | + | \$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 | \$969 (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 | \$117 | \$117 | \$98 | \$94 | + | \$35/week, 4 week minimum |

People Mover: Bus Wraps

| | Printing Cost (per bus) | | | Advertising Cost |
|------------------|-------------------------|--|---|-----------------------------------|
| | 1 Full Wrap | | | Per Bus |
| Full Wrap | \$19,500* | | + | \$32,500/year, 1 year minimum |
| Rear Wrap | \$4,700 | | + | \$15,000/year or \$9,000/6 months |

*Printing cost above includes a one-time prep fee and wrap.