



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 routes)	\$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
	52 Signs			For All 52 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: Full Wrap

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