



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.

*\$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, \$9,000/6 months

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

SAMPLE COSTS

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.