

**TRANSIT ADVERTISING PROGRAM**

City Utilities of Springfield (CU) operates 25 buses over fourteen fixed routes throughout the city of Springfield. The fixed route buses operate randomly over all fixed routes from 6 a.m. until 11:30 p.m. each day of the year.

<b><u>Bus Advertising Fees:</u></b>	<b><u>One Month</u></b>	<b><u>Three Months</u></b>	<b><u>Six Months</u></b>	<b><u>Twelve Months</u></b>
<b>New Flyer Buses</b>				
Street side (Queen 30"X108")	\$300	\$266 per mo.	\$233 per mo.	\$208 per mo.
Curb side (Queen 30"X108")	\$250	\$233 per mo.	\$200 per mo.	\$183 per mo.
Full side	--	--	\$400 per mo.	\$333 per mo.
Back (Tail 21"X72")	\$300	\$256 per mo.	\$220 per mo.	\$208 per mo.
Full Back	--	\$332 per mo.	\$302 per mo.	\$275 per mo.
Bus Wrap		\$806 per mo.	\$733 per mo.	\$666 per mo.
Inside Bus **(11"X36")		\$33 per mo.	\$25 per mo.	\$21 per mo.

*\*Two and three year extended contracts available at reduced rates on bus wraps only.*

*\*\*Inside cards are to be a laminate vinyl, 5mil. Textured front with a 5mi. back.*

<b>Paratransit Buses</b>				
Street side (Queen 30"X108")	\$300	\$266 per mo.	\$233 per mo.	\$208 per mo.
Curb side (21"X72")	\$250	\$233 per mo.	\$200 per mo.	\$183 per mo.
Bus Wrap	--	--	\$550 per mo.	\$500 per mo.

<b><u>Shelter Advertising Fees:</u></b>				
Bus Shelters (24"X81")		\$67 per mo.	\$50 per mo.	\$42 per mo.
Backlit Shelter (48"X71")		\$167 per mo.	\$117 per mo.	\$100 per mo.

<b><u>Bus Bench Fees:</u></b>	<b><u>Monthly Fee per Bench</u></b>	<b><u>Discounts per # benches purchased</u></b>
(26" x 86")	(rate determined by location)	
	\$28.00	15% - 10 to 19
	\$35.00	20% - 20 to 29
	\$40.00	25% - 30 or more

**\*NOTE: Advertisers are responsible for graphic/artwork costs, production costs, and installation costs. All costs are due prior to install date.**

## **GRAPHIC PRODUCTION, INSTALLATION, AND ARTWORK**

City Utilities does not provide graphics material or the installation of any ads, except for the bus map. It is the obligation of the Advertiser to provide the design, in the appropriate format and to select a vendor to produce and install the vinyl ad.

City Utilities will provide any assistance necessary to the Advertiser throughout the entire process.

The following list is **only an estimate** of production, installation, and art design prices to assist the Advertiser in developing an advertising program. All prices vary depending on the vendor and are subject to change at any time. City Utilities does not determine, nor does it have any control of the following prices.

<b><u>Type of Ad</u></b>	<b><u>Production and Installation</u></b> (Design not included)
<b>New Flyer and Paratransit Buses</b>	
Curb or Street side (Queen 30"X108")	\$205.00 ea. (single ad) / \$140.00 (2 or more)
Full side (including windows)	\$3000.00
Back (Tail 21"X72")	\$150.00 ea. (single ad) / \$100.00 (2 or more)
Full back	\$935.00 ea. (single ad) / \$895.00 (2 or more)
Bus Wrap	\$7400.00
Inside Bus (11"X48")	\$40.00 ea. (1 to 4) / \$35.00 ea. (5 or more)
Note: Paratransit bus, curbside, a (21"X72") or Tail size are available only. Queen size available on street side.	
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<b>Bus Shelters</b> (two sided ad)	
Small shelter ad (24"X81")	\$180.00 (double sided)
Backlit Shelter ad (48"X71")	\$350.00 (double sided)
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<b>Bus Bench</b> (26" x 86")	\$200.00 ea. (single ad) / \$180.00 (2 or more)
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<b>Graphics Artist</b> (ad design included)	\$75.00 per hr. W/2 hr. Minimum (up to 3 proofs included)
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**Bus Advertising Displays:** Displays shall be made of a high performance two mil cast vinyl, a “3M Controltac Series 180” or City Utilities approved equal. City Utilities is not responsible for normal display deterioration due to weather conditions. Bus Wraps may cover side windows only. Decals that cover any window shall be transparent. This material shall be “3M Perforated Window Marking Film” or a City Utilities approved equal.

No display shall be attached to any bus using any form of mechanical fastener. All displays must use a method that does not puncture the outside skin of the bus. Decals or some similar form of display shall be used. All displays shall be applied so as to allow full operation of all doors, lifts, and windows. Side markers and marking lights shall remain unobstructed.

For questions regarding advertising, please contact Kirk Nease at 417-831-8749, or Michelle McMillin at 831-8804.