



## **Ad Rates for advertising on *GO bg transit Cutaway Bus***

### **Inside bus in lexan trifold holder-**

***Special! \$50 for 6 Months!***

*(per bus)*

- \$12 per holder per month per bus. 6 month contract, 8 buses.
- Customer supplies all handouts cut, or folded, and ready for rack.
- Three racks in each bus at present can be expanded to 6 if needed.

### **Bike Rack Ad Board-**

***Special \$500 for 6 Months!***

- \$100 per month per bus. 6 month contract, 8 buses.
- Customer supplies ad board ready for install on bus.  
(Board dimensions- 31" wide, 12" high, 1/2" border not visible)
- Storage fee of \$4 per month per board after contract ends, or customer must pick up or abandon boards.

### **Cling ads provided by Advertiser**

- \$250 per month per ad, 2 month minimum (24" X 72")
- \$450 per month for both sides of each bus. Placement subject to availability at time of contract.

### **Back of bus (Wrap) (Cutaway Bus)**

***Special \$3500 for Full Year!***

- \$350 per month, 12 month contract
- Customer pays for install from approved vendor
- Customer pays for ad removal/restoration if less than a 2 year agreement

### **Whole Bus Wrap (Cutaway Bus)**

- \$12,000 per 12 month contract (Year 1)
- Years 2 and 3 extension of contract \$10,800 per year (\$900 per month cost)
- \$10,000 per 6 month contract minimum for Wrap on bus
- Customer pays for install and from approved vendor
- Customer pays for ad removal/restoration if less than a 2 year agreement

### **Whole Bus Wrap (40 Foot Transit Bus)**

- \$18,000 per 12 month contract (Year 1)
- Customer pays for install and removal from approved vendor.



## **Advertisements**

A final draft of the advertisement must be approved by Community Action in advance of installation. The cost and the creative work to design, manufacture, and install the advertisement is the responsibility of the Advertiser and is separate from any agreement between Community Action and the Advertiser.

The graphics vendor must be approved in advance by Community Action, and the graphics must be guaranteed to last for the entire length of the contract between Community Action and the Advertiser. The bus may be taken out of service up to one day for the installation of the graphics. Except in case of vandalism or a vehicle accident, Community Action will not be responsible for the durability of the graphics.

## **Restrictions**

GO bg transit will not advertise the following types of products, causes, or business concerns on its vehicles:

1. Alcoholic beverages
2. Tobacco products
3. Bars, taverns, nightclubs, gentlemen's clubs, etc.
4. Religious or political causes/campaigns

Community Action of Southern Kentucky reserves the right to refuse to advertise for any product, cause or business concern.

## **Contract Period**

Contracts for wrap advertising on GO bg transit vehicles will be for a minimum of 6 months.

## **Fees**

Fees are to be paid in advance.  
(Prices are subject to change for future contract rates)