



TRANSIT ADVERTISING RATE CARD

ADVERTISING OPPORTUNITIES FOR COLLIER COUNTY

TERMINAL CARD (11" x 17") *

| # OF CARD PURCHASED | RATE PER MONTH PER CARD |
|---------------------|--------------------------------------|
| 1 | \$150 to \$250 depending on location |
| 5+ | \$100 to \$150 depending on location |

INTERIOR BUS CARD (11" x 25")

| # OF CARD PURCHASED | RATE PER MONTH PER CARD |
|---------------------|-------------------------|
| 5 - 14 | \$50 |
| 15+ | \$30 |

BUS SCHEDULE INSIDE COVER *

(6 months)

| AD SIZE | OFF-SEASON | SEASON |
|-------------------------|------------|---------|
| 2" x 3" (Business Card) | \$250 | \$600 |
| 1/2 Page (4" x 6") | \$600 | \$1,200 |
| Full Page (6" x 8") | \$1,000 | \$1,500 |

SMART CARD (not a monthly rate) *

| # OF CARD PURCHASED | RATE PER MONTH PER CARD |
|---------------------|-------------------------|
| 50 - 99 | \$10 per card |
| 100 - 499 | \$7.50 per card |
| 500+ | \$5 per card |

INTERIOR BUS ANNOUNCEMENT

(30 sec)

| FREQUENCY | RATE PER MONTH |
|----------------|----------------|
| Hourly | \$500 |
| GPS/ Per Route | \$500 |

TERMINAL ANNOUNCEMENT *

(30 sec)

| FREQUENCY | RATE PER MONTH |
|---------------------|----------------|
| Hourly - Gov Center | \$500 |

PACKAGES OFFERS

| PACKAGES | DIAMOND | GOLD | SILVER | BRONZE |
|-----------------------------------|-------------|-----------|-----------|-----------|
| Terminal Advertising * | Yes (10) | Yes (5) | Yes (1) | None |
| Interior Bus Signs | Yes (24) | Yes (24) | Yes (24) | Yes (24) |
| Smart Cards (with company logo) * | Yes (1,000) | Yes (500) | Yes (500) | Yes (250) |
| Interior Bus Announcements | Yes | Yes | None | None |
| Interior Terminal Announcements * | Yes | Yes | None | None |
| Monthly Total | \$6,176 | \$4,012 | \$3,033 | \$2,465 |

*Rate + Tax

For more information, contact us 239.252.5840 / GoCATbus@colliergov.net