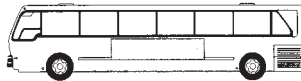


# Transit Advertising Rates

(352) 393-7830 • Effective July 2009

## Exterior Advertising

### King - Driver Side: 30" x 144"

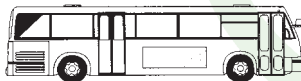


# Units	1-5	6 or more
4-week term*	\$ 375 each	\$ 325 each
8-week term	\$ 750 each	\$ 650 each
12-week term	\$1125 each	\$ 975 each
16-week term	\$1500 each	\$1300 each
Based on per week cost	\$93.75	\$81.25

Installation and removal included in above prices.

\*Minimum

### Queen - Curbside: 30" x 94"



# Units	1-5	6 or more
4-week term*	\$ 295 each	\$ 270 each
8-week term	\$ 590 each	\$ 540 each
12-week term	\$ 885 each	\$ 810 each
16-week term	\$1180 each	\$1080 each
Based on per week cost	\$73.75	\$67.50

Installation and removal included in above prices.

\*Minimum

## Interior Advertising

### Transit Interior Cards

sizes vary

	11"x17"	11"x28"	11"x34"-35"	11"x42"	11"x52"	11"x56"
Cost per card, per week	\$5	\$6.25	\$7.50	\$8.75	\$10	\$11.25
X Minimum # of cards	25	25	25	25	25	25
Per week cost	\$125	\$156.25	\$187.50	\$218.75	\$250	\$281.25

Total cost per term (minimum 4-week term) for a 25 card minimum buy.

	11"x17"	11"x28"	11"x34"-35"	11"x42"	11"x52"	11"x56"
4-week term*	\$ 500	\$ 625	\$ 750	\$ 875	\$1000	\$1125
8-week term	\$1000	\$1250	\$1500	\$1750	\$2000	\$2250
12-week term	\$1500	\$1875	\$2250	\$2625	\$3000	\$3375
16-week term	\$2000	\$2500	\$3000	\$3500	\$4000	\$4500

Installation and removal included in above prices.

\*Minimum

## Terms

- Rates represent space only. Contracts are sold on 4-week, 8-week, 12-week or 16-week terms. Longer term contracts are also available. A 15% agency commission is available to qualified agencies. Non-payment or delinquent payment may result in cancellation of advertising. An advertising company placing advertisement on behalf of another entity, agrees to be jointly, severally and directly liable to RTS for the payment and performance of each obligation of Advertiser under this agreement.
- Advertiser or Advertising Agency agrees to furnish own display material. All production provided by advertiser. All material must be delivered to designated locations 10 working days prior to campaign start date.  
**All shipments must be sent prepaid to:**  
**Regional Transit System**  
**Attn: Theresa Harrison**  
**100 SE 10th Ave**  
**Gainesville, FL 32601**  
**352-393-7830**
- Advertising is subject to content and design requirements set forth by the City of Gainesville RTS prior to production. The City of Gainesville RTS does not accept advertising promoting alcohol, tobacco, illegal drugs, illegal activity, X-rated movies, adult book stores, pornography or any advertising that contains explicit sexual material; nor does RTS accept advertising for or against any political candidate, political issue, religion or religious issue. Advertising may be subject to other conditions as required by RTS or the City of Gainesville.

## Contact

To verify display size, availability and art/production requirements contact:

**RTS Marketing Specialist, Theresa Harrison**  
Regional Transit System, Station 5  
P.O. Box 490, Gainesville, FL 32602-0490  
Ph: 352-393-7830 • Fx: 352-334-3681  
harrisontc@cityofgainesville.org  
www.go-rt.com