



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 / rideCAT@collier.gov