

Racine Area Pride (RAP)

A great way for area businesses to advertise their products, their place of employment, and their home town while helping maintain basic transportation services for the area's elderly, the disabled and the disadvantaged.

- Each weekday Belle Urban System ("The BUS") and special Dial-A-Ride-Transit (DART) vehicles travel over 2,500 miles in and around Racine, Mount Pleasant, Sturtevant and Caledonia.
- The outside of those vehicles is an outstanding way for you to tell visitors and residents alike that Racine is your hometown, and "you are proud of it", while showcasing your individual products or business.
- It is a great way to recruit and maintain the best employees and to build pride in the place where they live and work.
- Each dollar in advertising revenue that "The BUS" gets through this program helps replace city taxpayer funding and actually leverages as much as four dollars (\$4) of additional funding for this essential service.
- The ability of existing funding sources to continue to cover the cost of providing over 5,000 trips each weekday to and from work, school, medical appointments, shopping and other basic life functions is threatened by program cuts.
- Devoting just a small portion of your company's advertising and public relations budget to these rolling billboards brings benefits in multiple areas: product and services awareness, corporate citizenship, community pride, and employee pride in their place of employment.

WHAT DOES IT COST?

- It can be as little as \$350 per month or as much as \$1000 per month for the entire outside of one The BUS's new clean diesel buses traveling everywhere east of the interstate and beyond.

WHAT MIGHT IT LOOK LIKE?

- It could be a giant delicious looking O&H Kringle wrapped around a 35 foot bus welcoming you to the home of Wisconsin's official pastry, a giant Johnson Outdoors kayak, a Jimmy John's super fast sub sandwich, a can of SC Johnson air freshener, or simply a "Welcome to Racine – Home of Insinkerator – the ultimate in GREEN home equipment".

Appleton

2014 Exterior Transit Ad Rates

SPACE ONLY

Rates effective January 1, 2014

Service/Fleet Details

- 20 buses (16 - 32-foot Orion VII LF & 4 - 40-foot Orion VII LF) serving the urbanized area of the Fox Cities including Appleton, Grand Chute, Kaukauna, Kimberly, Little Chute, City & Town of Menasha & City of Neenah.
- Mon - Fri: 5:45AM to 10:30PM
Sat: 7:45AM to 10:30PM

Contract Details...

- Rates valid for contracts signed prior to 12/31/14.
- Production & installation costs are NOT included. Please contact one of the companies on our approved vendor list for production information & costs.
- All display materials must be in good taste & of high quality. Advertising that is political or religious in nature as well as advertising for tobacco & alcohol is prohibited.
- All artwork must be approved by Valley Transit prior to installation.
- 12-month contracts for 5 or more buses will receive a 5% discount.
- The use of the first curbside window is not allowed in the advertisement.



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Appleton, WI 54914

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TRADITIONAL

(Rates are per space per 30 day period)

Location	Contract Length	Rate (per month)	
Streetside 32-foot bus 104"W x 39"H 40-foot bus 195"W x 39"H	1-2 months	\$ 230	
	3-5 months	\$ 225	
	6-11 months	\$ 220	
	12 months	\$ 200	
Curbside 32-foot bus 104"W x 39"H 40-foot bus 150"W x 39"H	1-2 months	\$ 210	
	3-5 months	\$ 200	
	6-11 months	\$ 195	
	12 months	\$ 180	
Tail 68"W x 28"H	1-2 months	\$ 230	
	3-5 months	\$ 225	
	6-11 months	\$ 220	
	12 months	\$ 200	

LARGER THAN LIFE

(Rates are per space per 30 day period)

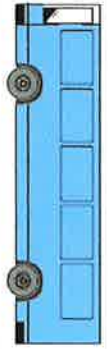
Location	Contract Length	Rate (per month)	
Full Bus Wrap 32-foot buses only	1-2 months	\$1,500	
	3-5 months	\$ 1,350	
	6-11 months	\$ 1,150	
	12 months	\$ 1,000	
Full Side Wrap	1-2 months	\$ 500	
	3-5 months	\$ 475	
	6-11 months	\$ 450	
	12 months	\$ 425	
Partial Side Wrap	1-2 months	\$ 425	
	3-5 months	\$ 400	
	6-11 months	\$ 375	
	12 months	\$ 350	

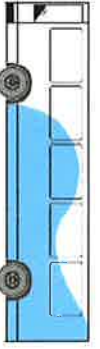
*Vinyl on windows must be one-way vision window graphic material

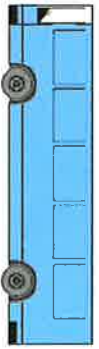
Madison

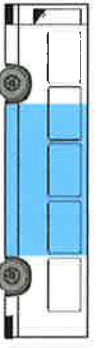
2014 Advertising Rates

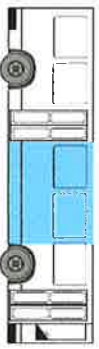
- Space is sold by period: 1 period = 4 weeks | **Rates listed are per period, per unit (bus)** | Rates subject to change without notice. | All rates are net.
- Multiple Unit & Longevity Discounts applied | All advertising creative is subject to approval by Metro Transit. | **Production is subject to sales tax.**

Ad Type	Unit Discount	1 Period	3 Periods 10% discount	6 Periods 15% discount	9 Periods 20% discount	Annual Rate 25% discount	Production Rates (per unit)
FULL WRAP							
1	-----	\$2,400	\$2,160	\$2,040	\$1,920	\$1,800	 PRODUCTION: \$5,350/per unit
2-3	10%	\$2,160	\$1,944	\$1,836	\$1,728	\$1,620	
4-5	15%	\$2,040	\$1,836	\$1,734	\$1,632	\$1,530	
6-7	20%	\$1,920	\$1,728	\$1,632	\$1,536	\$1,440	
8+	25%	\$1,800	\$1,620	\$1,530	\$1,440	\$1,350	

Ad Type	Unit Discount	1 Period	3 Periods 10% discount	6 Periods 15% discount	9 Periods 20% discount	Annual Rate 25% discount	Production Rates (per unit)
PARTIAL WRAP							
1	-----	\$1,200	\$1,080	\$1,020	\$960	\$900	 PRODUCTION: \$2,400/per unit
2-3	10%	\$1,080	\$972	\$918	\$864	\$810	
4-5	15%	\$1,020	\$918	\$867	\$816	\$765	
6-7	20%	\$960	\$864	\$816	\$768	\$720	
8+	25%	\$900	\$810	\$765	\$720	\$675	

Ad Type	Unit Discount	1 Period	3 Periods 10% discount	6 Periods 15% discount	9 Periods 20% discount	Annual Rate 25% discount	Production Rates (per unit)
HALF WRAP							
1	-----	\$1,100	\$990	\$935	\$880	\$825	 PRODUCTION: \$2,700/per unit
2-3	10%	\$990	\$891	\$842	\$792	\$743	
4-5	15%	\$935	\$842	\$795	\$748	\$701	
6-7	20%	\$880	\$792	\$748	\$704	\$660	
8+	25%	\$825	\$743	\$701	\$660	\$619	

Ad Type	Unit Discount	1 Period	3 Periods 10% discount	6 Periods 15% discount	9 Periods 20% discount	Annual Rate 25% discount	Production Rates (per unit)
KING KONG							
1-3	-----	\$850	\$765	\$723	\$680	\$638	 PRODUCTION: \$1,400/per unit
4-6	10%	\$765	\$689	\$650	\$612	\$574	
7-9	15%	\$723	\$650	\$614	\$578	\$542	
10-12	20%	\$680	\$612	\$578	\$544	\$510	
13+	25%	\$638	\$574	\$542	\$510	\$478	

Ad Type	Unit Discount	1 Period	3 Periods 10% discount	6 Periods 15% discount	9 Periods 20% discount	Annual Rate 25% discount	Production Rates (per unit)
MINI KING KONG							
1-3	-----	\$575	\$518	\$489	\$460	\$431	 PRODUCTION: \$790/per unit
4-6	10%	\$518	\$466	\$440	\$414	\$388	
7-9	15%	\$489	\$440	\$415	\$391	\$367	
10-12	20%	\$460	\$414	\$391	\$368	\$345	
13+	25%	\$431	\$388	\$367	\$345	\$323	



Take your message to the streets!

According to the 2009 Arbitron Outdoor Study, consumers are spending even more time out of home - more than 90% of U.S. residents aged 18 or older are exposed to outdoor advertising each day. As fragmented media sources compete for smaller audiences at home, transit advertising delivers one of the greatest opportunities to reach on-the-go consumers! Transit advertising reaches every demographic; business executives, shoppers, tourists, in fact, everyone that steps out of their home, office or hotel.

- 96% of respondents say mobile advertising is more effective than traditional outdoor advertising.
- Individual vehicle advertising generates between 30,000 — 70,000 daily vehicle impressions.
- Mobile vehicle ads generate 2.5 times more attention than a static billboard.
- 98% of in-car audiences indicated they noticed truck-side ads.
- Americans spend nearly 20 hours in their cars per week and travel more than 200 miles.
- 72% of billboard viewers shop on their way home from work. 68% make their shopping decisions while in the car.

Source: Outdoor Advertising Association of America, Transportation Advertising Council of America, Arbitron In-Car Study