

TRANSIT in your face ADVERTISING



RATES & INFORMATION

C O L U M B I A , M O

a Visiting Nurse
a Visiting Friend

skilled nursing
home health care
immunizations
screenings
peace of mind



VNA
Visiting Nurse Association



743-9810
www.vnatulsa.org

215

here...
there...
everywhere
in Columbia.

TRANSIT in your face ADVERTISING



AD SIZES & RATES

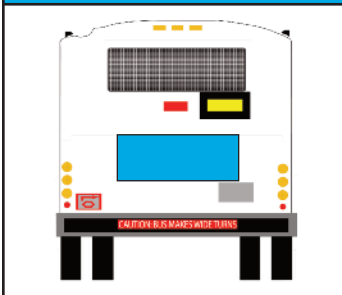
BUS BACKS

COLUMBIA, MO

Your advertising dollars directly support our mission to provide effective & efficient transportation services to our community.

TAIL LIGHT

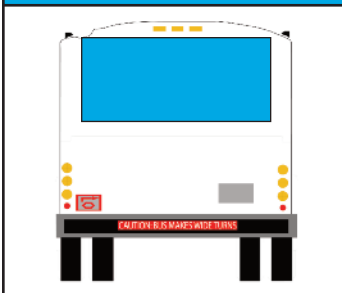
Ad Size: 50" x 22"



Showing	Units	Space Rate	Production
-----	1	\$125	\$36 each
25	6	\$750	
50	12	\$1,080	\$30 each
100	24	\$1,920	

UPPER BACK

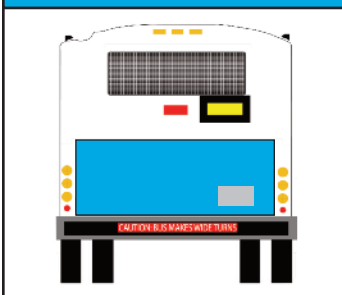
Ad Size: 72" x 30"



Showing	Units	Space Rate	Production
-----	1	\$200	\$175 each
Upper Back ads consist of 100% perforated window film			

SUPER TAIL

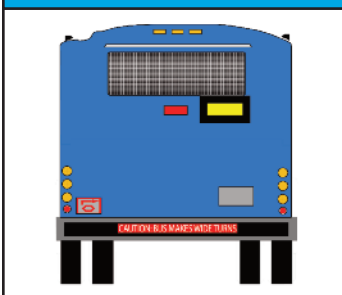
Ad Size: 84" x 31"



Showing	Units	Space Rate	Production
-----	1	\$250	\$350 each

FULL BACK

Ad Size: 100" x 82"



Showing	Units	Space Rate	Production
-----	1	\$500	\$675 each

SPACE RATES
are monthly

PRODUCTION FEE
is a one-time fee
billed at the time
installation

DISCOUNTS
apply to recog-
nized advertising
agencies and all
contracts lasting
six months

**MINIMUM
CONTRACT TERM**
is one month

**COMPETITIVE
RATES**
are offered to
small businesses

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AD SIZES & RATES

STREET SIDE & CURB SIDE ADS

COLUMBIA, MO

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QUEEN (Curb Side & Street Side)		Ad Size: 96" x 30"			
		Showing	Units	Space Rate	Production
		-----	1	\$150	\$80 each
		25	6	\$800	
		50	12	\$1,600	\$75 each
		75	18	\$2,600	
		100	24	\$3,200	

KING (Street Side only)		Ad Size: 144" x 30"			
		Showing	Units	Space Rate	Production
		-----	1	\$200	\$110 each
		25	6	\$1,140	
		50	12	\$2,160	\$100 each
		75	18	\$3,150	
		100	24	\$3,840	

KONG (Street Side only)		Ad Size: varies by bus length			
		Bus Size	Units	Space Rate	Production
		40'	1	\$300	\$280
		35'	1	\$280	\$250
		30'	1	\$250	\$200

KING KONG (Curb Side & Street Side)		Ad Size: varies by bus length			
		Bus Size	Units	Space Rate	Production
		40'	1	\$700	\$850
		35'	1	\$650	\$800
		30'	1	\$600	\$750

SPACE RATES are monthly

PRODUCTION FEE is a one-time fee billed at the time installation

DISCOUNTS apply to recognized advertising agencies and all contracts lasting six months

MINIMUM CONTRACT TERM is one month

COMPETITIVE RATES are offered to small businesses

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AD SIZES & RATES

FULL & HALF WRAP ADS

COLUMBIA, MO

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HALF SIDE



Ad Size: varies by bus length

Bus Size	Units	Space Rate	Production
40'	1	\$400	\$700
35'	1	\$380	\$600
30'	1	\$350	\$575

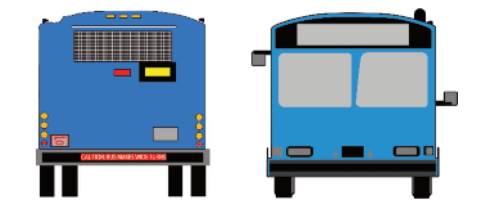
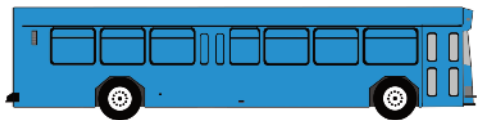
FULL SIDE



Ad Size: varies by bus length

Bus Size	Units	Space Rate	Production
40'	1	\$900	\$2,400
35'	1	\$800	\$1,900
30'	1	\$700	\$1,800

FULL WRAP



Ad Size: varies by bus length

Bus Size	Units	Space Rate	Production
40'	1	\$1,400	\$4,200
35'	1	\$1,300	\$3,700
30'	1	\$1,200	\$3,200

SPACE RATES
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installation

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AD SIZES & RATES



INTERIOR SIGNS



Ad Sizes below

Ad Size	Space Rate	Production
17" x 11"	\$20	\$12
28" x 11"	\$20	\$13
35" x 11"	\$20	\$14
42" x 11"	\$25	\$15
52" x 11"	\$30	\$16

COLUMBIA, MO

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REACH & FREQUENCY DATA

NUMBER OF MONTHS	1 UNIT BUS			6 BUSES (25 SHOWING)			12 BUSES (50 SHOWING)		
	1	2	3	1	2	3	1	2	3
Reach	10.6%	19.3%	26.5%	88.1%	94.0%	96.0%	94.0%	97.0%	98.0%
Average Frequency	1.1X	1.2X	1.3X	7.4X	13.9X	20.3X	13.9X	26.8X	39.8X
Gross Rating Points	12	24	35	324	648	972	1,302	2,603	3,905
Number Reached (000)	94	171	235	102	157	177	890	919	929
Total Impressions	105	209	314	755	1510	2265	12,336	24,673	37,009
Reached 3+ Times	0.0%	0.0%	0.0%	67.0%	82.0%	87.8%	82.0%	90.9%	93.9%
Reached 5+ Times	0.0%	0.0%	0.1%	50.3%	71.1%	80.0%	71.1%	84.8%	89.8%
Reached 10+ Times	0.0%	0.0%	0.0%	24.0%	49.1%	62.6%	49.1%	70.7%	79.8%

Source: Daniel Mallet and Associates, 2009

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AD SIZES & RATES



PRODUCTION INFORMATION

Installation for all Transit Ads is the responsibility of Tulsa Advertising, Inc. All advertising creative is subject to Columbia Transit approval prior to production and may be declined if considered to be objectionable. Transit Advertising, Inc. will allow advertisers the option of printing their own transit ads.

EXTERIOR ADVERTISING & FULL WRAPS

Flexible, removable, self-adhesive vinyl. The use of 3M vinyl is required to reduce risk of paint damage. Any other brand must be pre-approved.

3M MATERIAL REQUIREMENTS

Application 1 (for shorter-term advertising)

- 3M Controltac Plus IJ3552C or RG3552C Changeable Graphic Film
- 3M Scotchcal Luster Overlamine 8519

Application 2 (for longer-term advertising)

- 3M Controltac Plus IJ180C-10 or RG180C-10 Graphic Film
- 3M Scotchcal Luster Overlamine 8519

Application 3 (perforated window film for window applications)

- 3M Scotchcal IJ8171 or RG8171 Perforated Window Film
- 3M Scotchcal 8914 Overlamine

Application 4 (for reflective ads - limited to Queen, King, and Tail sizes)

- 3M Scotchcal IJ5100R Intermediate Reflective Graphic Film
- 3M Scotchcal Luster Overlamine 8519

INTERIOR ADVERTISING & FULL WRAPS

Any of the following production methods are acceptable.

- 100# or 110# Cover Encapsulated with 3 mil laminate
- .030 mm Styrene Polykote or equivalent

NOTE: Allow .75" at the top and bottom to be covered by sign holders. Do not place text or logos in these areas. Finished height must be exactly 11".

**ALL ADVERTISING BILLED BY
TRANSIT ADVERTISING, INC.
TERMS & CONDITIONS APPLY.**

SHIPPING ADDRESS

Transit Advertising, Inc.
Attn: Mike Lemery
c/o Receiving
2000 E. Broadway, Box 117
Columbia, Missouri 65201
918-289-3460

Allow at least one week from delivery of materials to completion of installation. Full wraps and large orders may require extra lead time.

FOR MORE INFORMATION CONTACT

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www.transitadvertisinginc.com