



PLANNING & MARKETING DEPARTMENT
David W. Wright, Director

**ADVERTISING OPTIONS AND RATES: GARY PUBLIC
TRANSPORTATION CORPORATION (GPTC)
EFFECTIVE OCTOBER 1, 2010**

King Ads

Dimension: **144 inches long by 30 inches high.**
Location: **Drivers Side of vehicle on 35-40 foot buses.**
Rental Cost per sign per month: **\$250.00**
Minimum advertising Duration: **1 Month**
\$40.00 Setup fee for orders under \$300.00

Queen Ads

Dimension: **108 or 88 inches long (depends on bus model) by 30 inches high.**
Location: **Drivers Side of vehicle on 30 foot buses and Curb side of 35 foot buses.**
Rental Cost per sign per month: **\$210.00**
Minimum advertising Duration: **1 Month**
\$40.00 Setup fee for orders under \$300.00

Tail Ads

Dimension: **Framed Tail - 72 inches long by 21 inches high.**
Location: **Rear of buses.**
Rental Cost per sign per month: **Framed Tail - \$145.00.**
Full Tail - \$345.000
Minimum advertising Duration: **Framed Tail - 1 Month**
Full Tail – 1 Year
\$40.00 Setup fee for orders under \$300.00. Full tail ads also require a quoted installation fee.

Metro Center Ads

Strategic, high traffic locations at the Adam Benjamin Metro Center

1ST FLOOR

Dimension: **A standard height of 11 inches, with width between 17 and 30 inches.**
Location: **Near SW entrance of Metro Center. Other areas possible with consent**
Rental Cost per sign per month: **\$50.00**

2ND FLOOR

Dimension: **108 inches long by 30 inches high.**
Location: **In main area, passageway to 4th Avenue Skywalk. Other areas possible with consent**
Rental Cost per sign per month: **\$250.00**
Minimum advertising Duration: **1 Month**
\$40.00 Setup fee for orders under \$300.00

Interior Car Ads

Dimension: A standard height of 11 inches with width between 17 and 60 inches.

Location: **Interior of buses.**

Rental Cost per sign per month:

10 Signs \$140.00

20 Signs \$250.00

30 Signs \$345.00

40 Signs \$450.00

50 Signs \$550.00

Minimum advertising Duration: **1 Month**

Our one time production cost/per sign:

\$40.00 Setup fee for orders under \$250.00

Bus Wraps

Dimension: **Entire bus covered**

Location: **Entire bus frame less front window.**

Rental Cost per sign per month:

40 foot bus: \$2,000

35 foot Bus \$1,500.00

30 foot Bus \$1,380.00

Van \$1,200.00 -- Per Month

Minimum advertising Duration: **1 Year**

Our one time production cost/per wrap: **Quoted**

Additional fees: Installation - quoted