

**ADVERTISING OPTIONS AND RATES: GARY PUBLIC  
TRANSPORTATION CORPORATION (GPTC)  
EFFECTIVE June 1, 2013**

**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: **\$300.00**  
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 35-40 foot buses.**  
Rental Cost per sign per month: **\$250.00**  
Minimum advertising Duration: **1 Month**  
\$40.00 Setup fee for orders under \$300.00

**Tail Ads**

Dimension: **Framed Tail - 72 inches long by 21 inches high.**  
Location: **Rear of buses.**  
Rental Cost per sign per month: **Framed Tail - \$175.00.**  
**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**

**1<sup>ST</sup> 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: **\$60.00**

**2<sup>ND</sup> FLOOR**

Dimension: **108 inches long by 30 inches high.**  
Location: **In main area, passageway to 4<sup>th</sup> Avenue Skywalk. Other areas possible with consent**  
Rental Cost per sign per month: **\$300.00**  
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 \$170.00**

**20 Signs \$300.00**

**30 Signs \$415.00**

**40 Signs \$540.00**

**50 Signs \$660.00**

Minimum advertising Duration: **1 Month**

\$40.00 Setup fee for orders under \$300.00

## **Bus Wraps**

Dimension: **Entire bus covered**

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

Rental Cost per sign per month:

**40 foot bus: \$2,4000**

**35 foot Bus \$1,800.00**

**30 foot Bus \$1,650.00**

**Van \$1,450.00 -- Per Month**

Minimum advertising Duration: **1 Year**

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

Additional fees: Installation - quoted

## Interior Card Product Specifications

**Non-Laminated** Polycoated 110lb. cover stock, polystyrene .020 - .040, 125, 150 or 200 lb. tag or 18 point cardboard (good for 1, 2, or 3-color jobs). Although not required, GPTC prefers laminated interior cards. If you do not laminate the cards, please make sure to adhere to the above paper stock/weight requirements.

**Laminated** 65# cover stock paper; laminated - 2 sides with a minimum of 3 mil laminate; prefer 5 mil or 10 mil. Encapsulated (ends are sealed) are best for long-term contracts. Cards cannot exceed 11" high including lamination or encapsulation (by either 17", 28", 34", 35", 42", 52", or 56" long). Cards greater than 11" high will not fit in the track. GPTC requests interior cards be delivered 10 working days prior to the campaign start date.

## Exterior Advertising Specifications

GPTC prefers all exterior advertising be produced on removable adhesive vinyl, either 3M IJ36-20 or equivalent with UV Clear Coat.