

# Your Advertising Options

## Bus Interiors

Small but effective is what “Bus Interiors” are all about. A creative bus interior is sure to attract attention and will be read from start to finish!

Benefits:

- ⇒ Captive audience
- ⇒ Cost effective



## Bus Tails

Ask yourself how many times have I been behind a bus reading an advertisement, more than one I bet? “Bus Tails” are highly recognizable and extremely captivating!

Benefits:

- ⇒ 3 sizes of advertisements to choose from
- ⇒ Larger size allows more creativity with your message



## Bus Sides

“Bus Sides” is truly a “moving billboard”. By Choosing “Bus Sides” the creative possibilities are endless. Ads can be placed on either side of the bus. This benefit allows maximum exposure to passengers, motorists and pedestrians!

Benefits:

- ⇒ 3 sizes of advertisements to choose from
- ⇒ High exposure to passengers, motorists and pedestrians



## Bus Wraps

If you really want to advertise in a big way then “Bus Wraps” are for you! “Bus Wraps” allow you to get your message out in a **larger** than life way. With a huge advertising space to work with the creative possibilities are endless!

Benefits:

- ⇒ Large advertisement area
- ⇒ A great conversation piece



# CamTran



# For Profit Company Ad Sizes and Rates

## CamTran Urban Tail Ad

Name	Size	1 Month	3 Months	6 Months	12 Months
King Tail	58"x21"	\$150	\$140	\$130	\$110
Queen Tail	3.5'x16"	\$100	\$90	\$80	\$60

## CamTran Urban Side Ad

Name	Size	1 Month	3 Months	6 Months	12 Months
King Kong Side	10'x8'	\$500	\$450	\$425	\$400
King Side	9'x2'	\$160	\$150	\$140	\$130
Queen Side	7'x2'	\$140	\$130	\$120	\$110

## CamTran+ Rural Side Ad

Name	Size	1 Month	3 Months	6 Months	12 Months
Rural King Side	9'x2'	\$160	\$150	\$140	\$130
Rural Queen Side	7'x2'	\$140	\$130	\$120	\$110

## CamTran Urban/Rural Full Bus Wrap Ad

Name	Size	6 Month	12 Months	24 Months
King Wrap	35'	\$1,700	\$1,500	\$1,200
Queen Wrap	30'	\$1,500	\$1,200	\$1,000
Rural Wrap	25' & 27'	\$950	\$850	\$700

## CamTran Urban Interior Card Ad

Name	Size	1 Month	3 Months	6 Months	12 Months
Interior Card	11"x28"	\$8	\$7	\$6	\$5
Digital	19"	\$15	\$15	\$15	\$15

- All sizes are subject to availability. Call CamTran before ordering or making your displays.
- Rates listed do not include the cost of production for individual signs. Please contact us prior to ordering any
- We cannot guarantee that an ad will run in any specified area within the urban or rural divisions' routes.
- Service is invoiced monthly or in a lump sum.
- Rates listed reflect gross cost of advertising. Agency discounts or other considerations must be negotiated.
- Advertiser pays for the installation and removal of all advertisements.
- All prices are per bus, per month.
- In the event all inventory is sold out priority will be given to interested advertisers on a first come first serve basis as advertising space becomes available.
- CamTran makes final decision on all advertisements prior to install.

