

YOUNGER

agency

Valley Regional Transit 2012 Media Kit



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Valley Regional Transit

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www.valleyride.org

Kelli Fairless, Executive Director
208-336-1019

our other markets



- Boise Airport
- City of Sparks Parks and Recreation
- Dallas Love Field Airport
- Elko Regional Airport
- Grand Junction Regional Airport
- Juneau International Airport
- Magic Valley Regional Airport
- Reno-Tahoe International Airport
- San Diego International Airport
- Spokane International Airport

rates Boise Urbanized Area- Ada County

Full Bus Wrap

Size of Sign	Material	Rate
Full Bus	3M Vinyl	\$1,400 per month



Super King Bus Wrap

Size of Sign	Material	Rate
Size Varies Wheel to Wheel, Top to Bottom	3M Vinyl	\$750 per month



Super Queen Bus Wrap

Size of Sign	Material	Rate
Size Varies Wheel to Wheel, Top to Bottom	3M Vinyl	\$650 per month



Taillight Bus Wrap

Size of Sign	Material	Rate
Size Varies	3M Vinyl	\$325 each per month



All rates listed are net.
Multiple sign and extended contract discounts available.

**All rates listed are at a 5% Cash Payment Discount. Should you pay with credit card, rates will be increased to their original amount of an additional 5%.*

rates Boise Urbanized Area- Ada County

King Bus Panel

Size of Sign	Material	Rate
144" x 30"	Busmark Adhesive Vinyl	\$250 each per month
115" x 26"		
136" x 23"		



Queen Bus Panel

Size of Sign	Material	Rate
88" x 30"	Busmark Adhesive Vinyl	\$195 each per month
105" x 27"		
143" x 23"		



Taillight Bus Panel

Size of Sign	Material	Rate
70" x 21"	Busmark Adhesive Vinyl	\$125 each per month
71" x 23"		



Inside Panel

Size of Sign	Material	Rate
28" x 11"	Busmark Adhesive Vinyl	\$25 each per month



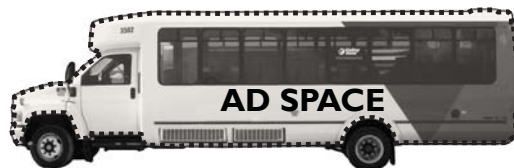
All rates listed are net.
Multiple sign and extended contract discounts available.

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rates Nampa Urbanized Area- Canyon County

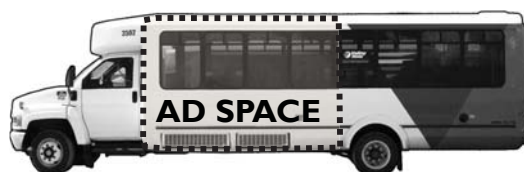
Full Bus Wrap

Size of Sign	Material	Rate
Full Bus	3M Vinyl	\$1,000 per month \$750 for Paratransit Buses



Super King Bus Wrap

Size of Sign	Material	Rate
Size Varies Wheel to Wheel, Top to Bottom	3M Vinyl	\$450 per month



Super Queen Bus Wrap

Size of Sign	Material	Rate
Size Varies Wheel to Wheel, Top to Bottom	3M Vinyl	\$325 per month



Taillight Bus Wrap

Size of Sign	Material	Rate
Size Varies	3M Vinyl	\$200 each per month



All rates listed are net.
Multiple sign and extended contract discounts available.

**All rates listed are at a 5% Cash Payment Discount. Should you pay with credit card, rates will be increased to their original amount of an additional 5%.*

rates Nampa Urbanized Area- Canyon County

King Bus Panel

Size of Sign	Material	Rate
144" x 30"	Busmark Adhesive Vinyl	\$170 each per month
115" x 26"		
92" x 25"		
64" x 26"		



Queen Bus Panel

Size of Sign	Material	Rate
88" x 30"	Busmark Adhesive Vinyl	\$150 each per month
105" x 27"		



Taillight Bus Panel

Size of Sign	Material	Rate
30" x 20"	Busmark Adhesive Vinyl	\$95 each per month
70" x 21"		



All rates listed are net.
Multiple sign and extended contract discounts available.

**All rates listed are at a 5% Cash Payment Discount. Should you pay with credit card, rates will be increased to their original amount of an additional 5%.*

facts

Why Transit ads?

1. They're memorable. A study of transit shelters in Philadelphia indicated that 'aided recall' of the ad message was nearly three times that of print ads, and nearly twice that of TV.

2. They're hard to ignore. Transit ads can't be fast-forwarded or tossed aside. People see your ads six days a week, around the clock, when they're out of the house or office and ready to respond.

3. They're cost-effective and simple to execute. Transit advertising typically costs much less per impression than TV, radio, newspaper or billboards- as little as \$.003. (<http://trimet.org/advertising/index.htm>)

4. Between 61% to 71% of American adults commute to work each week. (Commuters here are referred to people who spend time commuting to work one-way.)

5. The commuter spends an average of 22 minutes commuting to work one-way.

6. Brands targeting the employed hit their goal with advertising focused on the office and commuting.

Arbitron Report:
Outdoor Advertising and the Media Plan



Full Bus Wrap- Boise



Inside Panel- Boise



King Panel- Nampa



Queen Panel- Boise



Super King Bus Wrap- Boise



Rear Bus Wrap- Boise

BUS GRAPHICS

PANEL SPECIFICATIONS & PRICES

(The below prices are in addition to any agreed upon fees for advertising space.)

ITEM DESCRIPTION		BOISE BUSES		ITEM DESCRIPTION		NAMPA BUSES	
		PRICE*	VIEW SIZE			PRICE*	VIEW SIZE
KING P A N E L	L	\$200.00	28"v X 142"w (30"v X 144"w)**	KING P A N E L	XL	\$210.00	30"v X 144"w
	M	\$165.00	26"v X 115"w		L	\$175.00	26"v X 115"w
QUEEN P A N E L	L	\$160.00	27"v X 105"w		M	\$160.00	25"v X 92"w
	M	\$145.00	28"v X 86"w (30"v X 88"w)**		S	\$120.00	26"v X 64"w
TAIL LIGHT PANEL		\$115.00	19"v X 68"w (21"v X 70"w)**	TAIL LIGHT PANEL		\$ 75.00	20"v X 30"w
BUS WRAPS		Please contact Ken Carbonaro (208.908.5413; kenc@catapult3.com) for Bus Wrap costing.					

* Prices include, but not limited to, printing, mounting, traveling, regular & after-hours installation and removal of the graphic panel. PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

** TRIM SIZE (or the art file dimensions) including the area which will be trapped by the aluminum frame. (Some Boise buses have aluminum frame.)

Catapult3 will make every effort to print your digital files in the most accurate and timely manner possible. Our success depends upon you, the client, to review your digital files, layouts and proofs carefully. **PLEASE PROVIDE THE ART FILES AT LEAST 15 DAYS PRIOR TO THE ANTICIPATED INSTALLATION DATE. EXPEDITED CHARGES WILL BE APPLIED FOR ORDERS REQUIRING A SHORTER TURN-AROUND.** Proof, file set-up and shipping charges may apply.

NOTE: FILES THAT NEED MODIFICATIONS OR FORMATTING MAY BE SUBJECT TO ADDITIONAL COMPUTER TIME BILLED AT \$80/HR.

The following information is provided as a guideline to help you create files that should result in the best possible output:

Color Mode: CMYK

PMS Callouts & Color Builds:

PMS callouts will result in the most accurate color reproduction. If you create the colors as builds, you must provide a color guide. Additional charges may apply to match color builds.

Linked Images & Embedding a Profile:

Linked images need to be in CMYK. If you choose to embed a profile, use US Web WSOP Coated V2.

Font Specifications:

Please convert all fonts to outlines or curves. Include all font files used in linked or embedded files.

Resolution/File Size:

Please confirm the resolution is at least 125 dpi at full size. If your file is scaled, please provide the scale.

Software Supported:

Please provide the files in the following file format:

- Adobe Illustrator (Include all placed images. Convert all text to outlines.)
- Adobe Photoshop (Include all layers, paths and channels.)
- Adobe InDesign (Include all placed images, logos, fonts and other elements.)
- QuarkXpress (Include all placed images, logos, fonts and other elements. Mac only.)
- Adobe/Macromedia Freehand (Include all placed files. Convert all text to paths. Mac only.)



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 Ask for Ken Carbonaro (Direct Line: 208.908.5413 e-Mail: kenc@catapult3.com)