

Transit Advertising Rates

TRADITIONAL

	1 month	3 months	6 months	12 months
King Size Display 19" x 155"	\$225	\$210	\$200	\$195
Queen Size Display 24" x 60"	\$210	\$200	\$190	\$175
Interior Display 11" x 28"	\$20 per bus			



PREMIUM

	1 month	3 months	6 months	12 months
Full Wrap	\$2,200	\$2,000	\$1,750	\$1,500
Half Wrap	\$1,200	\$1,000	\$900	\$750
King Kong	\$795	\$695	\$595	\$495



<http://adsonbuses.com>

Terms: 10 days net, not billed monthly.
ARTWORK, LAYOUT, & PRODUCTION:
 Above rates do not include artwork, layout and production. Quoted per job.

Media Transit, Inc.
 P.O. Box 6762
 Richmond, VA 23230
 fax 804-748-3258
 busads4u@aol.com



CALL TODAY! TOLL-FREE 877-862-4414

**Durham
Market Summary**

Market Population 163,000
Monthly Ridership 385,000

TOTAL FLEET: 52 FULL-SIZE BUSES
AREA SERVED: CITY OF DURHAM / DURHAM COUNTY
ROUTE INFO: www.ci.durham.nc.us

Our buses go where your customers go...

Service Highlights

- Northgate Mall**
- Streets of Southpoint**
- Duke Medical Center**
- Duke University**
- North Carolina Central University**
- Durham Tech**
- Research Triangle Park**
- American Tobacco Complex**
- Brightleaf Square**

...plus most major employers!

SHOWING SIZES

#25 SHOWING:	24 POSTERS
#50 SHOWING:	10 POSTERS
#75 SHOWING:	15 POSTERS
#100 SHOWING:	20 POSTERS

**Products Available: KING (30" X 144"), QUEEN (30" X 88"), REAR (21" X 70")
 FULL WRAPS, KING KONGS, FULL BACKS**

**Shipping Address: DATA / MV TRANSIT
 Shipping and Receiving
 1820 N. Miami Blvd
 Durham, NC 27701
 919-560-3282**

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Why transit advertising?

Buses go where people go.

Transit ads dominate daytime advertising, offering high visibility at an easy-to-read eye level, generating a tremendous number of exposure opportunities that far exceed electronic and other print mediums for the same dollar invested.

An Involuntary Medium

Buses deliver your message at the best possible time—when people are out of the house or office and ready to respond. Transit advertising targets vehicular and pedestrian traffic as an “involuntary” mass medium: it cannot be turned off, tuned out, or thrown away.



Total Market Penetration

Transit displays go where people live, work, and play. It reaches all income levels from the CEO to the assistant's assistant—providing total market penetration that often cannot be reached by traditional media. Unlike television, radio, and newspapers, bus advertising can reach up to 90% of the adult population.

Unbeatable Reach and Frequency

Buses travel regularly scheduled routes through every geographic area, including commercial, industrial, large and small shopping malls, entertainment centers, as well as urban and high income suburban areas.

Customers Ready to Buy

All routes begin and end downtown in the commercial and retail section, reaching customers when they are ready to buy, guaranteeing high awareness levels and repetitive exposure day after day, month after month.

The Inside Track

Interior displays reach passengers who spend an average of 30 minutes on the bus—time they'll spend reading your ad. Passengers are a captive audience with time on their hands, offering the opportunity to give a more detailed message and insuring repetitive exposure to an audience with a surprisingly high disposable income.

Compare the Real Cost

Low-cost transit displays are a fraction of the cost of all other mediums. No other medium can give your image and exposure for the same dollars invested.



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