



TRANSIT ADVERTISING MOVES PEOPLE.

Everything about Citilink Transit Advertising is BIG except the cost. BIG impact. BIG results. BIG value for your advertising dollar. Citilink provides approximately two (2) million rides each year. Bus riders are a captive audience and are likely to read interior advertising while riding to their destinations. Interior bus card advertising is a cost-effective way to reach Fort Wayne workers, seniors, students, etc.

Interior Bus Cards 2011 Advertising Rates

Monthly rate for city-wide coverage on all bus routes (35 buses/2 cards per bus)	
1-6 months	7-12 months
\$175/month	\$150/month

Sign Production Information: Advertiser designs, pays for and delivers signs to Citilink. Cards must measure 11"x17-28" in size and be made of heavy card stock, or similar material, in order to fit in the interior advertising racks. Lamination or coating is recommended for long term contracts. (Estimated cost for you to provide 70 color signs is approximately \$200).

Exterior Bus Tail 2011 Advertising Rates

Monthly rate for 18"x82" vinyl sign on rear of one bus installed	
1-6 months	7-12 months
\$500/month	\$400/month

Sign Production Information: Advertiser may produce using approved vendor. Citilink can provide for an additional \$300/sign installed (approx).

Exterior Full Wrap 2011 Advertising Rates

Contact Citilink for details: Minimum 12 month contract required. Approximate cost \$14,000/bus/year including design, production & installation.

Call (260)432-4977 today to get your advertising moving.



Betsy Kachmar
801 Leesburg Road
Fort Wayne, IN 46808
bek@fwcitilink.com

TERMS AND CONDITIONS: Billing is monthly or quarterly and due when service is rendered. All production costs of signage are to be incurred by the advertiser. Advertising materials are to be furnished by advertiser two days before start date. All advertising copy is subject to approval and may be rejected or removed if considered objectionable by Citilink. Advertising commissions up to 15% can be included in gross cost.