



ADVERTISING WITH CITILINK

Everything about Citilink Transit Advertising is **BIG** except the cost. **BIG** impact. **BIG** results. More daily impressions for your advertising dollar. Citilink provides over two (2) million rides each year. Bus riders are a captive audience and read interior advertising while riding to their destination. Bus advertising is a cost-effective way to reach the Fort Wayne public, seniors, students, etc. Exterior bus advertising is visible throughout the Fort Wayne community.

Interior Bus Card Advertising Rates

Monthly rate for citywide coverage on all fixed route buses (70 ads - 35 buses/2 cards per bus - installed)	
1-6 months	7-12 months
\$175/month	\$150/month

Sign Production Information: Advertiser designs, prints and delivers interior signs to Citilink. Cards must measure 11"x17-28" in size and be made of heavy (110# min) card stock (or similar material) to fit in the interior advertising racks. To maximize visibility use large text sizes (100 – 50 pt.) remember riders will be viewing your sign from over 6 feet away. Lamination or coating is recommended for long term contracts. (Estimated cost for you to provide 70 color signs is approximately \$200).

Exterior Bus Tail Advertising Rates

Monthly rate for ONE sign on rear of bus (18"x82" or 23"x77" vinyl sign - installed)	
1-6 months	7-12 months
1-6 buses \$325/month	1-6 buses \$260/month
7+ buses \$260/month	7-12 buses \$195/month

Sign Production Information: Advertiser may produce tail sign using an approved vendor (economy grade vinyl or above, UV protection recommended for long term placement). Citilink can provide tail signs for an additional \$100/sign (approx). Buses have 18"x82" or 23"x77" size sign spaces depending on the bus design. Full tail wrap sign space is available for an additional 35% up-charge.

Exterior Full Wrap Advertising Rates

Contact Citilink for details: Minimum 12 month contract required. Approximate annual cost \$19,500/bus including space, design, production, installation & removal (\$12,000 space only using approved vendor).

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



Marketing Manager
801 Leesburg Road
Fort Wayne, IN 46808

TERMS AND CONDITIONS: Billing is in full or quarterly and due when service is rendered. All production costs of signage are to be incurred by the advertiser unless otherwise agreed. Advertising materials are to be furnished by advertiser at least two days before start date. All advertising copy is subject to approval and may be rejected or removed if considered objectionable by Citilink.