



## TRANSIT ADVERTISING

### **"Advertising to GO!"**

Transit advertising is similar to the billboard company's "rotation" programs, where outdoor panels are moved periodically from one location to another. Transit displays are really **"Billboards in Motion"**.

DART has a fleet of more than 100 buses that travel a total over 9,200 miles daily in the greater Des Moines area. Each bus travels an average of 107 miles daily providing the advertiser with a **107 mile long billboard**.

Transit advertising can reach places you cannot with traditional outdoor, because a bus can travel where zoning restrictions won't permit billboards, **including Downtown and West Des Moines**. Transit advertising reaches your customers at the perfect time— when they are out and about...and able to respond. Bus routes pass through shopping districts, thus the bus displays become point-of purchase advertising.

Transit Advertising works as your dominating out-of-home media or can be used as great support media for all other advertising.

Transit advertising, the mobile media that goes with the flow, where there are more people there are more buses, and there are more transit displays!

**Transit Advertising, the advertising all other media uses most!**



## Bus Displays Monthly Rates

### KINGS (144" x 30")



Number of Bus Boards	12 Months Each Bus Board	6 Months Each Bus Board	3 Months Each Bus Board	1-2 Months Each Bus Board
1-10	\$139.00	\$154.00	\$170.00	\$184.00
11-20	\$134.00	\$149.00	\$165.00	\$180.00
21 & Up	\$129.00	\$143.00	\$160.00	\$173.00

### QUEENS (108" x 30")



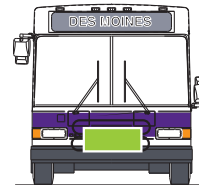
Number of Each Bus Board	12 Months Each Bus Board	6 Months Each Bus Board	3 Months Each Bus Board	1-2 Months Each Bus Board
1-10	\$118.00	\$132.00	\$143.00	\$155.00
11-20	\$112.00	\$127.00	\$138.00	\$150.00
21 & Up	\$107.00	\$121.00	\$132.00	\$144.00

### TAILS (72" x 18")



Number of Each Bus Board	12 Months Each Bus Board	6 Months Each Bus Board	3 Months Each Bus Board	1-2 Months Each Bus Board
1-10	\$102.00	\$110.00	\$127.00	\$138.00
11-20	\$96.00	\$105.00	\$121.00	\$132.00
21 & Up	\$91.00	\$99.00	\$116.00	\$127.00

### HEADLIGHTS (44" x 16")



Number of Each Bus Board	12 Months Each Bus Board	6 Months Each Bus Board	3 Months Each Bus Board	1-2 Months Each Bus Board
1-10	\$43.00	\$50.00	\$55.00	\$63.00
11-20	\$40.00	\$46.00	\$52.00	\$60.00
21 & Up	\$35.00	\$42.00	\$47.00	\$55.00

Rates Effective October 1, 2009

Des Moines Area Regional Transit Authority

1100 DART Way ▶ Des Moines, Iowa 50309-4530 ▶ 515-283-8100 ▶ [ridedart.com](http://ridedart.com)



## Monthly Rates

### FULL WRAPS

12 Months Contract	\$1,177.00
6 Months Contract	\$1,430.00
3 Months Contract	\$1,650.00
1-2 Months Contract	\$3,450.00



### KING KONG

12 Months Contract	\$588.00
3-6 Months Contract	\$605.00
1-2 Months Contract	\$863.00



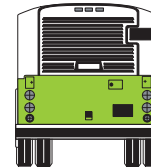
### FULL BACKS

12 Months Contract	\$428.00
3-6 Months Contract	\$440.00
(3 Month Minimum contract)	



### HALFBACKS

12 Months Contract	\$348.00
3-6 Months Contract	\$358.00
(3 Month Minimum contract)	



### INTERIORS (26" x 11")

Number of Displays	12 Months	6 Months	3 Months	1-2 Months
100	\$246.00	\$275.00	\$303.00	\$340.00



### SHELTERS (4' x 6')

	12 Months	6 Months	3 Months	1-2 Months
Interior	\$118.00	\$127.00	\$132.00	\$150.00
Exterior	\$150.00	\$160.00	\$165.00	\$186.00



40 Displays

20 Displays

10 Displays

100 Showing

50 Showing

25

### MARKET COVERAGE

Areas Served	Cities of Altoona, Ankeny, Clive, Des Moines, Johnston, Pleasant Hill, Urbandale, West Des Moines and Windsor Heights.
Metro Population	395,000
Total number of buses	100
Daily Riders	over 15,000