

# BETTENDORF TRANSIT

## "Moving Billboard" 2010 RATES

### 42" X 30" REAR Tail Panel:

Bus Side	Printing, Shipping, & Installation per Unit	Monthly Advertising Rates (per month)		6 Mos. Cost Total for 1 Unit (prod & rent)	12 Mos. Cost Total for 1 Unit (prod & rent)
		6 Months	12 Months		
REAR	\$160.55	\$85.00	\$85.00	\$670.55	\$1,180.55

### 108" X 24" SIDE Queen Panel:

PASSENGER	\$206.00	\$145.00	\$145.00	\$1,076.00	\$1,946.00
DRIVER	\$206.00	\$145.00	\$145.00	\$1,076.00	\$1,946.00

Provided are flat rate charges. A 20% discount is given for full bus (2 sides + 1 tail). Discount applies to monthly advertising rate only; printing, shipping, and installation charges are not subject to discount.

In the effort to: 1) provide maximum coverage impact for our advertisers, 2) prevent potential competitive conflicts among current or potential advertisers, and 3) promote the aesthetic symmetry of the buses, **Bettendorf Transit strongly promotes full bus packages** (2 sides, 1 tail). Buses are not assigned to specific routes consistently, thus full city coverage opportunities are available to each vehicle.

Bettendorf Transit will make every effort to assign [one of] the advertiser's bus(es) to the route which services, or comes within the closest vicinity of, the advertiser's establishment. This commitment is made only to full-coverage (2 sides, 1 tail) contract advertisers.

<i>Bettendorf total population:</i>	31,275
<i>Bettendorf population 18+:</i>	23,075
<b><i>Ave. Daily Traffic Volume</i></b> <i>(per bus route):</i>	<b>10,500</b>

Last update: 1/1/10

For more information, contact Becky Passman at 309.793.6302 ext. 144 OR 309.738.7746 (cell)

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## "Moving Billboard" 2010 Panel Discounted Rates

Advertising Coverage	6 Month Contract Complete - No Discounts	6 Month Contract - % discount: 20 / 20 / 20 (side/tail combos)	Savings	12 Month Contract - No Discounts	12 Month Contract - % discount: 20 / 20 / 20 (side/tail combos)	Savings
1 full bus (2 Queen panels + 1 tail panel)	\$2,822.55	\$2,372.55	\$450.00	\$5,645.10	\$4,630.59	\$1,014.51
2 buses complete	\$5,645.10	\$4,745.10	\$900.00	\$11,290.20	\$9,261.18	\$2,029.02
3 buses complete	\$8,467.65	\$7,117.65	\$1,350.00	\$16,935.30	\$13,891.77	\$3,043.53
4 buses complete	\$11,290.20	\$9,490.20	\$1,800.00	\$22,580.40	\$18,522.36	\$4,058.04
5 buses complete	\$14,112.75	\$11,862.75	\$2,250.00	\$28,225.50	\$23,152.95	\$5,072.55
6 buses complete - 25% discount for full fleet	\$16,935.30	\$13,560.30	\$3,375.00	\$33,870.60	\$26,261.78	\$7,608.83
<b>*Fixed Cost element(s):</b> Full bus materials + installation ONLY <i>per bus</i> (2 Queen Panels + 1 Tail panel) : \$572.55				*These charges <b>are included</b> in above totals. Discount is given on rent amount <b>ONLY</b> . There is <b>NO DISCOUNT</b> on materials & installation charges.		
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