

Advertising Specifications and Rates:

Advertising space selections are first come, first serve following approval for placement as a result of the evaluation of this application form. If two or more applicants happen to submit applications at the same time then the evaluation criteria will rank applicants. The higher point earner receives first choice of advertisement placement. Once an advertisement has been awarded that space will not be available to another applicant until the current applicants contract terminates. The current applicant has a 5 business day renewal allotment to renew their contract for an existing location. After the 5 business day period the advertisement space can be leased to the next available applicant. Rates below are on a per-vehicle or facility basis. Discounts are offered for longer contract term lengths.

Ad Option	Cost Per Month	Cost Per 6 Months	Cost Per 12 Months
Terminal – Handouts	\$30.00	\$162.00	\$288.00
Terminal – 12" x 12"	\$30.00	\$162.00	\$288.00
Terminal – 24" x 36"	\$80.00	\$432.00	\$768.00
Terminal – 36" x 72"	\$150.00	\$810.00	\$1,440.00
Shelter – ½ Display	\$50.00	\$270.00	\$480.00
Shelter – Full Display	\$50.00	\$270.00	\$480.00
Bus – Interior 12" x 24" Card	\$25.00	\$135.00	\$240.00
Bus – Interior Card (Fleet Rate)	\$200.00	\$1,080.00	\$1,920.00
Bus – Single Side Window	\$100.00	\$540.00	\$960.00
Bus – Cotton Express Window Set	\$300.00	\$1,620.00	\$2,880.00
Bus – CART Window Set	\$400.00	\$2,160.00	\$3,840.00
Bus – Rear Window	\$200.00	\$1,080.00	\$1,920.00
Bus – Rear Windows (Fleet)*	*See Below	*	*
Bus – Rear Panel	\$250.00	\$1,350.00	\$2,400.00
Bus – Rear Panel (Fleet)*	*See Below	*	*

*The City of Coolidge transit fleet has a limited number of available rear advertising spaces, the total fleet rate is contingent upon the number of available spaces. A discount of twenty percent (20%) will be available for advertisers utilizing the remaining rear panel or window spaces, assuming the total is greater than one (1) available space.

Design and production cost of the advertising materials are independent of these advertising space rates and are the responsibility of the advertiser. The City can supply a list of approved vendors upon request, although advertisers are permitted to select any vendor they choose. Full art and ad placement specifications will be provided upon advertiser commitment. A commitment entails full payment of the advertisement space, signed advertisement application, letter to the City on company letter head outlining the space and term length you as the advertiser wish to lease. With all advertising options, the Cotton Express logo must remain in a visible and recognizable location on the vehicle or facility in a manor acceptable to the City.

The City of Coolidge may retain space at the rear of the bus for the purpose of advertising the Cotton Express program, or may contract for paid displays depending on the current program revenue and objectives.