

# 2024/2025

## Exterior Transit Ad Rates

Space Only

### Service/Fleet Details

21 buses (mixture of 35 foot New Flyers and 40 foot New Flyers) serving the urbanized area of the Fox Cities (population approx 216,000) including Appleton, Buchanan, Grand Chute, Kaukauna, Kimberly, Little Chute, Fox Crossing, City of Menasha & City of Neenah.

Service hours include:  
Monday - Friday 5:45 AM to 10:30 PM  
Saturday 7:45 AM to 10:30 PM

### Contract Details

Production & installation costs are **not** included. Costs will be quoted separately.

All display materials must be in good taste & of high quality. Advertising that is political or religious in nature as well as advertising for tobacco & alcohol is prohibited.

All artwork must be approved by Valley Transit prior to installation.

Twelve month contracts for 5 or more buses will receive a 5% discount.



**Valley Transit**

CONNECTING THE FOX CITIES

Phone: 920-832-5800

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myvalleytransit.com

valley.transit@appleton.org

### TRADITIONAL

Rates are per space per 30 day period

| Location   | Contract Length | Rate (per month) |  |
|--|-----------------|------------------|--|
| Streetside<br>35-foot bus 3'H X 14'W<br>40-foot bus 3'H X 18'W | 1-2 months      | \$230            |  |
|  | 3-5 months      | \$225            |  |
|  | 6-11 months     | \$220            |  |
|  | 12 months       | \$200            |  |
| Curbside<br>35-foot bus 3'H X 8'W<br>40-foot bus 3'H X 12'W    | 1-2 months      | \$210            |  |
|  | 3-5 months      | \$200            |  |
|  | 6-11 months     | \$195            |  |
|  | 12 months       | \$180            |  |
| Tail<br>28"H X 68"W  | 1-2 months      | \$230            |  |
|  | 3-5 months      | \$225            |  |
|  | 6-11 months     | \$220            |  |
|  | 12 months       | \$200            |  |

### LARGER THAN LIFE

Rates are per space per 30 day period

| Location  | Contract Length | Rate (per month) |  |
|---|-----------------|------------------|--|
| Full Bus Wrap   | 1-2 months      | \$1,500          |  |
|   | 3-5 months      | \$1,350          |  |
|   | 6-11 months     | \$1,150          |  |
|   | 12 months       | \$1,000          |  |
| Full Side Wrap  | 1-2 months      | \$500            |  |
|   | 3-5 months      | \$475            |  |
|   | 6-11 months     | \$450            |  |
|   | 12 months       | \$425            |  |
| Partial Side Wrap<br>35-foot bus<br>6' - 9.25"H X 14'W<br>40-foot bus<br>6' - 9.25"H X 18'W | 1-2 months      | \$425            |  |
|   | 3-5 months      | \$400            |  |
|   | 6-11 months     | \$375            |  |
|   | 12 months       | \$350            |  |

\*Vinyl on windows must be one-way vision window graphic material