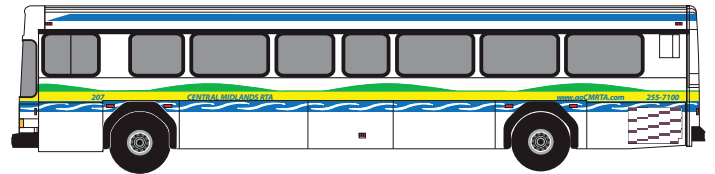


# *Bus advertising is effective!! Dont' miss the bus... Advertise with us...*

Everything about CMRTA Transit Advertising is HUGE. HUGE impact, HUGE results, HUGE value for your advertising dollars. We have spaces available for all budgets. Call today to get your space before they are all taken !!



# *IT'S HUGE*

## **CMRTA Transit Advertising Works !!!**

Transit advertising works for you and it works for our local community. The market exposure for your advertisement is outstanding and everyone notices the jumbo graphics. Compared to the cost of traditional advertising such as billboards, transit advertising is a great value with much better exposure. This billboard **MOVES** so you have your message in front of nearly all demographics. Not just commuters and travelers passing through....

Transit advertising is also working to improve our community. Your advertising dollars help to maintain and expand CMRTA's fleet and routes. CMRTA is dedicated to making the Columbia area a better place. Studies have shown that outdoor advertising just works. Bus advertising gives you the frequency and repetition your marketing campaign needs, at a fraction of the cost of print and radio.

Call SightLine Digital Graphics today at (803) 791-1221 to get your message to the masses in a HUGE way. See the next page for our great advertising rates and options.

*We'll  
Take  
You There!*

**GOCMRTA**

# CMRTA 2011 RATES

**Bus advertising is back !!** Contact SightLine Digital Graphics today to discuss the CMRTA bus advertising program and to see how bus advertising can work for you. Rates shown are per month. Quantity discounts apply for multiple bus commitments. Contact us for multi-unit custom quotes.

SightLine Digital Graphics  
1071 Harbor Drive  
West Columbia, SC 29169


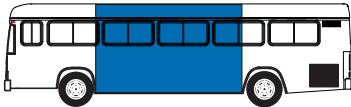

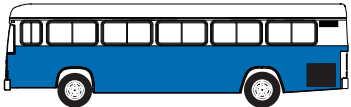
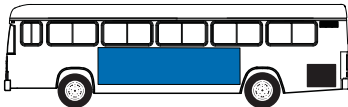

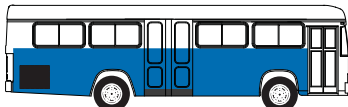


Phone: 803.791.1221

Fax: 803.791.1577

Email: [graphics@sl-digital.com](mailto:graphics@sl-digital.com)

## # of Months

**3-6      6-11      12+**

	<b>3-6</b>	<b>6-11</b>	<b>12+</b>	
<b>Full Bus Wrap</b> <i>(front, back and both sides)</i>	\$1770.00	\$1625.00	\$1400.00	
<b>King Kong</b> <i>(entire middle drivers side)</i>	\$830.00	\$770.00	\$710.00	
<b>Super Tail Wrap</b> <i>(complete tail)</i>	\$300.00	\$270.00	\$240.00	
<b>King Lower</b> <i>(lower half drivers side)</i>	\$720.00	\$675.00	\$630.00	
<b>Super King Poster</b> <i>(44" x 144" drivers side)</i>	\$515.00	\$465.00	\$410.00	
<b>King Poster</b> <i>(30" x 144" drivers side)</i>	\$390.00	\$370.00	\$340.00	
<b>Queen Lower</b> <i>(lower half passengers side)</i>	\$650.00	\$610.00	\$570.00	
<b>Queen Poster</b> <i>(20" x 80" passenger side)</i>	\$275.00	\$250.00	\$220.00	
<b>Small Tail</b> <i>(lower half tail)</i>	\$225.00	\$200.00	\$175.00	

Production / Installation / Removal Charges - Per unit, ready to print artwork required, based on 1 unit.

King Kong -	\$803.00	Full Wrap -	\$7150.00	King Poster -	\$255.00
Super Tail Wrap -	\$399.00			Queen Lower -	\$959.00
King Lower -	\$1040.00			Queen Poster -	\$158.00
Super King Poster -	\$348.00			Small Tail -	\$190.00

**TERMS AND CONDITIONS:** Billing is monthly and due in advance. Advertising rates are for space only. Artwork, production, installation and removal costs are not included in above rate and are due in advance of the beginning of production. CMRTA reserves the right to reject advertising based on community standards. CMRTA nor SightLine Digital Graphics shall be liable for art, production, or other costs incurred by advertiser or its agency if advertising is rejected. Foil, reflective, exotic vinyl and other enhancements are available at an additional cost. Commission of 15% paid to advertising agencies. Rates are subject to change based on market conditions and demand.