

# PDRTA Transit Advertising Works!!!!



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

## Don't miss the bus - Advertise with us!

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

Transit advertising will also work to improve our community. Your advertising dollars help maintain and expand PDRTA's fleet and routes. PDRTA is dedicated to making the Pee Dee area a better place.

PDRTA has contracted with Evening Shade of Florence to produce and install its bus advertising. Please give Evening Shade a call at 843-665-4520 to schedule an appointment to discuss your advertising needs.

See the next page for our advertising rates and options.

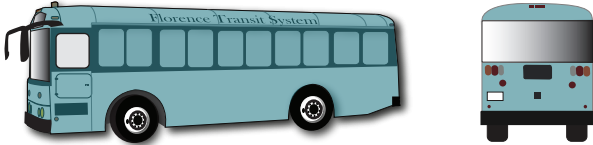




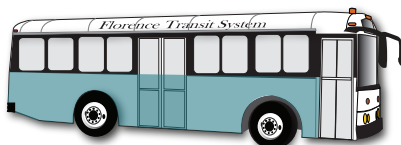
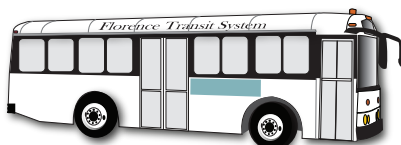
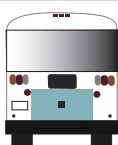



# BUS ADVERTISING RATES

Call PDRTA today to find out how PDRTA's bus advertising program can work for you. Rates shown are per month. Quantity discounts apply for multiple bus commitments. Contact us for multi-unit custom quotes.









Evening Shade  
1231 S. Irby Street  
Florence, South Carolina 29505

Phone: 843-665-4520  
Fax: 843-665-8704  
Email: [eveningshadeinc@gmail.com](mailto:eveningshadeinc@gmail.com)

Bus Wraps	3-6 Mos.	6-11 Mos.	12 + Mos.	
Full Bus Wrap (front, back and both sides)	\$1,570	\$1,425	\$1,200	
Middle Wrap (entire middle driver's side)	\$630	\$570	\$510	
Back Wrap (complete back)	\$400	\$370	\$340	
Side Poster (20" X 140" driver's side)	\$415	\$365	\$310	
Lower Side Wrap driver's side)	\$620	\$575	\$530	
Lower Side Wrap (lower half passengers side)	\$620	\$575	\$530	
Side Poster (20" x 55" passenger side)	\$300	\$285	\$250	
Small Back (20" x 44" lower half back)	\$275	\$250	\$220	
Interior (11" x 24")	\$100	\$ 75	\$ 50	
Interior (11" x 48")	\$150	\$125	\$100	

**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. PDRTA reserves the right to reject advertising based on community standards. PDRTA shall not be liable for art, production, or other costs incurred by advertiser or its agency if advertising is rejected. Rates are subject to change based on market conditions and demand.

# TROLLEY ADVERTISING RATES

Bus Wraps	3-6 Mos.	6-11 Mos.	12 + Mos.	
Middle Wrap (driver's side)	\$630	\$570	\$510	
Middle Wrap (passenger's side)	\$630	\$570	\$510	
Large Side Poster (44" x 144" driver's side)	\$475	\$425	\$375	
Large Side Poster (30" x 144" passenger's side)	\$450	\$400	\$350	
Lower Side Wrap (driver side)	\$630	\$570	\$510	
Lower Side Wrap (passenger side)	\$630	\$570	\$510	
Side Poster (20" x 80" passenger side)	\$350	\$325	\$300	
Side Poster (20" x 80" driver side)	\$350	\$325	\$300	

## Production/Installation/Removal Charges

Per unit, ready to print artwork required, based on one unit.

BUS		TROLLEY	
Full Wrap	\$7,000	Middle Wrap	\$800
Middle Wrap	\$800	Lower Wrap	\$1,000
Lower Wrap	\$1,000	Side Poster Driver Side (either side)	\$300
Back Wrap	\$375	Side Poster Passenger Side (either side)	\$250
Side Poster Driver Side	\$250	Color charge for interior ads	\$25
Side Poster Passenger Side	\$200		