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**1-800-710-2277**  
Central Texas Rural Transit District

# CARR City & Rural Rides

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# CARR City & Rural Rides



**Buses travel where no other outdoor advertising exists, taking your message directly to your audience.**

- **Annual Ridership:** 137,140 riders per year
- **Routes:** City And Rural Rides is a rural public transit service operated by Central Texas Rural Transit District. Transportation is available to the general public in our service area.



# TRANSIT MARKETING PARATRANSIT FORMATS



King Panels



Queen Panels



Back Wraps



Driver Wraps



Passenger Wraps

TRANSIT MARKETING

# Rate Card

*\*\*All rates are NET*



### Full Bus Wraps – Own The Entire Bus!

# of Units	1 Year	2 Years	3 Years
1	\$1,250/month	\$1,150/month	\$1,000/month

*Production of \$4,750 included for contracts 3 years or more*

### Driver Side Half-Wraps – Full Drivers Side

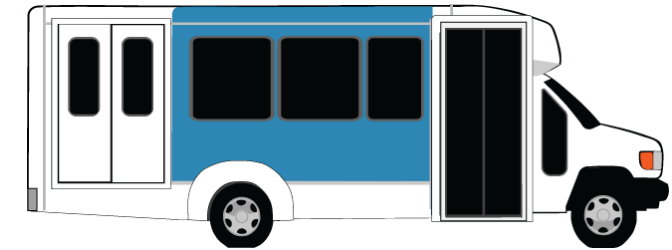
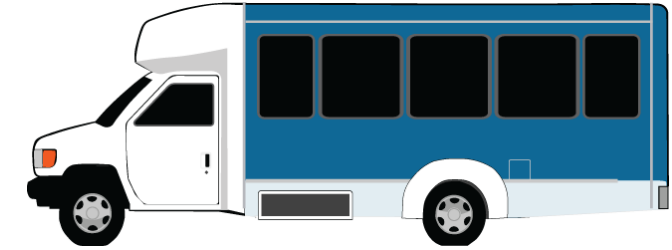
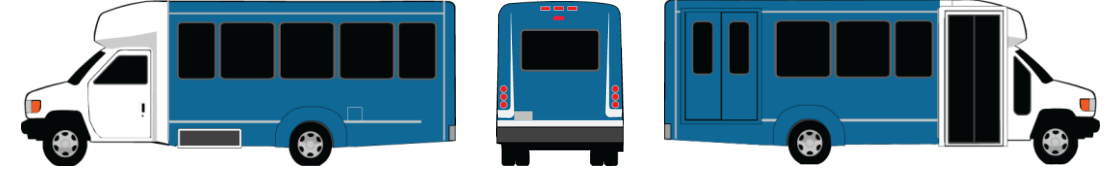
# of Units	1 Month	6 Months	12 Months
5	\$2,800	\$2,600	\$2,400
3	\$1,900	\$1,750	\$1,600
1	\$700	\$650	\$600

*Production: \$995 per wrap*

### Passenger Side Half-Wrap – Full Passenger Side

# of Units	1 Month	6 Months	12 Months
5	\$2,200	\$2,000	\$1,800
3	\$1,500	\$1,350	\$1,200
1	\$550	\$500	\$450

*Production: \$550 - \$895 per panel*



# Rate Card

*\*\*All rates are NET*



<b>King Panels – Driver Side Panels below Windows</b>			
# of Units	1 Month	6 Months	12 Months
10	\$2,800	\$2,600	\$2,400
5	\$1,575	\$1,450	\$1,350
3	\$1,050	\$975	\$900

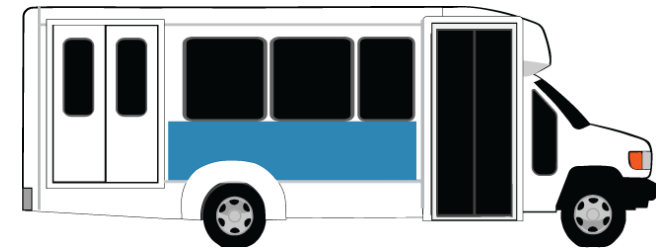
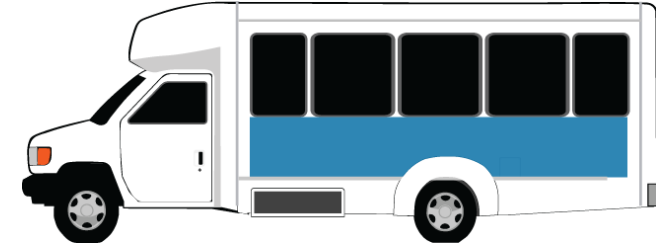
*Production: \$275 per panel*

<b>Queen Panels – Passenger Side Panels below Windows</b>			
# of Units	1 Month	6 Months	12 Months
10	\$2,000	\$1,800	\$1,600
5	\$1,125	\$1,000	\$900
3	\$750	\$675	\$600

*Production: \$175-\$375 per panel*

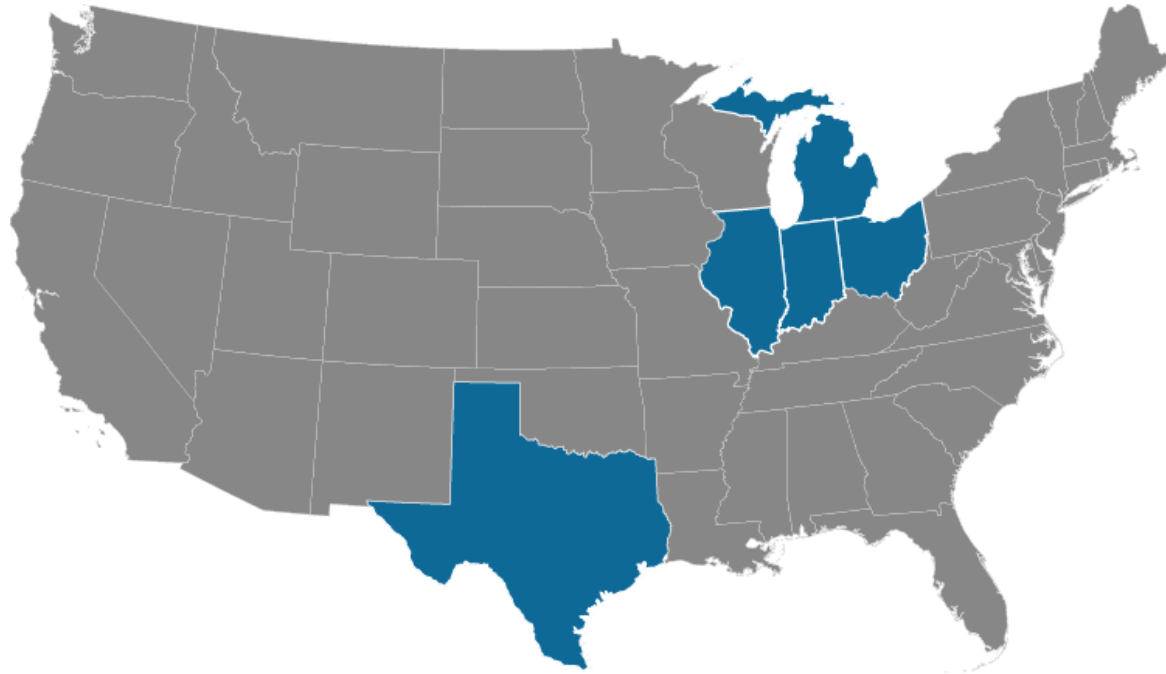
<b>Back Wrap – Located on the Back of each Bus</b>			
# of Units	1 Month	6 Months	12 Months
10	\$4,800	\$4,400	\$4,000
5	\$2,700	\$2,500	\$2,250
3	\$1,800	\$1,650	\$1,500

*Production: \$550 per panel*



## TRANSIT MARKETING

# AVAILABLE FORMATS BY MARKET



Media	Bus	Paratransit	Motorcoach	Rail	Shelters
<b>ILLINOIS</b>					
Chicago			●	●	
Quad Cities	●				
Quincy		●			
<b>INDIANA</b>					
Bloomington	●	●			
Crown Point		●			
Evansville		●			
Ft. Wayne		●			
Gary	●	●			●
Indianapolis		●			●
Lafayette		●			
Michigan City		●			
South Bend	●	●			●
Terra Haute	●	●			
Valparaiso		●			
Vincennes		●			
<b>OHIO</b>					
Sandusky		●			
Toledo		●			
<b>MICHIGAN</b>					
Kalamazoo	●	●			
<b>TEXAS</b>					
Abilene	●				
Dallas-Ft Worth	●				
San Antonio	●				