

Bobcat Tram



Advertising Rates for the 2009 Calendar Year

The Bobcat Tram fleet operation over 48,000 hours of service per year and provide over 2.5 million passenger trips. Our **original bus fleet** interior ad racks allow for 8" x 24" ad copy (**A size**); the remaining 23 **new buses** allow for an 11" x 33", (**B size**).

Digital ad copy must be provided as a high resolution pdf file or similar vector graphic; formatted for each size the advertiser plans to utilize.

Print cost estimates for ads are as follows:¹

- Print cost for 11" x 33" = \$17.00 per sign, (25 ads required if placing ads on all **23 new buses**)
- Print cost for 8.25" x 24" = \$10.00 per sign, (15 ads required if placing ads on all **13 buses from original fleet**)
 1. Cost of printing – **B size** only: \$575
 2. Cost of printing – **A size** only: \$182
 3. Total print cost for fleet (using A&B) \$757

Advertising costs per ad are as follows:

- Monthly ad rate for an individual add on **new buses** = \$25.00
- Monthly ad rate for an individual add an **original fleet bus** = \$15.00
- Semester cost, (if priced separately), to advertise on entire fleet = ~~\$2620.00~~
 1. Discounted to \$2,000 per fleet/per semester.
 2. Discounted to \$1,600 per fleet/semester for **new buses** only
- Monthly cost, (if priced separately), to advertise on entire fleet = ~~\$655.00~~
 1. Discounted to \$550 per fleet/per month for each ad.
 2. \$400 per fleet/month for **new buses** only
 3. \$250 per fleet/2wks for **new buses** only
- Other cost discounts for utilization of varying advertisement sizing, (including C size ads), and contract duration may be determined. Contact our office at 512.245.2585 for more information.

Advertising will be posted within one week of receipt of ad copy or ad stock. *Single* advertisements can not be guaranteed to run on a specific route due to bus scheduling requirements; merchants wishing to reach the entire student body should consider advertising on the entire fleet.

The fall semester runs between August 26th and December 15th. However, merchants purchasing fall semester fleet advertising will run during the summer semesters at no additional charge.

¹ Advertisers provide their own printed signage subject to pre-approval of ad copy and provision of a final product which meets our minimum paper quality. Ad print costs are market estimates as of August 19, 2008; actual print costs may vary by vendor.

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Preapproval of digital ad copy

Advertisers must submit a low-resolution draft of their proposed artwork for approval prior to printing and installation. Draft artwork should be submitted to tram@txstate.edu.

Sign Print Specifications

Either of the following production methods is acceptable:

- 100# or 110# cover encapsulated with 3 mil laminate
- .030 mm Styrene Polykote or equivalent

Allow .5" at the top and bottom of sign art to be covered by sign frame; do not place text or logos inside these areas. The finished product for large signs must be exactly 11" high; the finished product for small signs must be exactly 8.25" high.

Delivery Address

First Transit
c/o Bobcat Tram advertising
222 Wonder World Drive
San Marcos, TX 78666

Please allow at least 1 week from the delivery of your completed sign art to installation on all buses.

Additional Information

Paul Hamilton, Manager-Shuttle System
Texas State University-San Marcos
601 University Drive
LBJ Student Center, 3-2.50
San Marcos, TX 78666

Phone: 512.245.2585

Email: tram@txstate.edu