Advertising Rates for the 2010 Calendar Year

The Bobcat Tram fleet operates over 50,000 hours of service per year and provides over 3.1 million passenger trips. Our original bus fleet interior ad racks allow for 24" x 8.25" ad copy (A fleet); the remaining 23 buses allow for 33" x 11", (B fleet), advertisements.

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

Advertising costs per ad are as follows:
- Monthly ad rate for an individual add an A fleet = $15.00
- Monthly ad rate for an individual add on B fleet = $25.00
- 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 B fleet only
  3. $250 per fleet/2wks for B fleet only
- Semester cost, (if priced separately), to advertise on entire fleet = $2620.00
  1. Discounted to $2,000 per fleet/per semester for entire fleet.
  2. Discounted to $1,600 per fleet/semester for B fleet only
- We work with advertisers to create what works best for their needs; please contact us if you do not see an option that works for your company. Call 512.245.2585 for more information.

Advertising will be posted within one week of receipt of ad copy or ad stock. Individual 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 our entire fleet.

The fall semester runs between August 25th 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, 2009; 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 important text, phone numbers or logos inside these areas. The finished product for A-fleet signs must be exactly 8.25” high; the finished product for B-fleet signs must be exactly 11” 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

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