

Jackson Transit Authority

Type	Size	1 month	6 month	Per month	12 months	Per month
Full Wrap	9 x 30	\$1,500	\$8,100	\$1,350	\$14,400	\$1,200
Street Poster	22 x 72	\$100	\$570	\$95	\$1,080	\$90
Curb Poster	22 x 45	\$60	\$330	\$55	\$600	\$50
Rear Poster	22 x 45	\$75	\$240	\$70	\$780	\$65
Front Poster	22 x 45	\$60	\$330	\$55	\$600	\$50

Jonesboro Economical Transportation System

Type	Size	1 month	6 month	Per month	12 months	Per month
Full Wrap					\$19,800	
Street Poster	15 x 59	\$395	\$1,200		\$2,000	
Curb Poster	15 x 65	\$495	\$860		\$2,500	
Rear Poster	15 X 65	\$330	\$1,000		\$1,800	

Difference between the two

		1 month	6 months	12 months
Wrap				\$5,400
Street		\$295	\$630	\$920
Curb		\$335	\$630	\$1,400
Rear		\$255	\$700	\$1,200

Fort Smith Transit

Type	Size	per month	6 months	12 months
Banner ad outside	22 x 90	\$200	\$1,200	\$2,400
* Contracts needed				
Wrap	25 ft bus	\$500	\$3,000	\$6,000
	30 ft bus	\$1,000	\$6,000	\$12,000
* Minimum of a 4 year contract				

Jonesboro Economical Transportation System

Type	Size	1 month	6 month	12 months
Full Wrap				\$19,800
Street Poster	15 x 59	\$495	\$860	\$2,500
Curb Poster	15 x 65	\$395	\$1,200	\$2,000
Rear Poster	15 X 65	\$330	\$1,000	\$1,800

Difference between the two

Type	1 month	6 months	12 months
Wrap			\$13,800
Curb (15 x 65)	\$95	\$0	\$100

Wrap Price Comparison

By: Tawana Bailey

Advertising & Marketing Representative

JETS				
Wrap	24 ft bus	12 months	\$19,800	(Minimum of a three year contract)
Jackson Transit Authority				
Jackson, TN				
Wrap	30 ft bus	12 months	\$14,400	
Fort Smith Transit				
Ft. Smith, AR				
Wrap	25 ft bus	12 months	\$6,000	
Cape County Transit				
Cape Girardeau, MO				
Wrap	24 ft bus	12 months	\$4,000	
City Bus				
Lafayette, IN				
Wrap		12 months	\$15,000	



Price Adjustments

Type	Original Amount	3 yr. commitment	Proposed Amount	3 yr. commitment	Difference
Full Bus Wrap (fixed Route)	\$19,800	\$59,400	\$12,500	\$37,500	\$21,900

Outside Bus Posters

Type	Original Amount (6mo)	Original Amount (12mo)	Proposed Amount (6mo)	Proposed Amount (12mo)	Difference (6mo)	Difference (12mo.)
Street Side Panel	\$1,200	\$2,000	\$900	\$1,200	\$300	\$800
Curb Side Poster	\$1,500	\$2,500	\$1,200	\$1,800	\$300	\$700
Rear Side Poster	\$1,000	\$1,800	\$750	\$1,200	\$250	\$600
Bus Shelter	\$1,380	\$2,400	\$900	\$1,500	\$480	\$900

NOTE: Advertisers who purchase more than one shelter will receive a 15% discount on additional shelters purchased.

Inside Bus Posters

D1-D4 (8x31)	\$385	\$670	\$300	\$540	\$85	\$130
P1 (8x13)	\$161	\$280	\$150	\$240	\$11	\$40
P2 (8 x 32.5)	\$403	\$702	\$330	\$600	\$73	\$102
P3 (8 x 21 3/4)	\$270	\$470	\$240	\$420	\$30	\$50
P4 (8 x 26.5)	\$329	\$572	\$282	\$504	\$47	\$68
A (13 x 20)	\$403	\$702	\$360	\$660	\$43	\$42
B (8 x 34)	\$422	\$734	\$390	\$722	\$32	\$12
C & D (16 x 19)	\$271	\$471	\$240	\$420	\$31	\$51

Shelter Posters

Outside Panel (48 x 70)	\$1,380	\$2,400	\$900	\$1,500	\$480	\$900
InsidePanel (48 x 70)	\$1,150	\$2,000	\$900	\$1,500	\$250	\$500

NOTE: If there is to be a price difference, it should depend on the location.

Price Adjustments

Type	Original Amount	3 yr. commitment	Price Adjustment	3 yr. commitment	Difference	
Full Bus Wrap (fixed Route)	\$19,800	\$59,400	\$13,860	\$41,580	\$17,820	
Outside Bus Posters						
Type	Original Amount (6mo)	Original Amount (12mo)	Price Adjustment - 6mo	Price Adjustment - 12 mo	Difference (6mo)	Difference (12mo.)
Street Side Panel	\$1,200	\$2,000	(\$840)	(\$1,400)	\$360	\$600
Curb Side Poster	\$1,500	\$2,500	(\$1,050)	(\$1,750)	\$450	\$750
Rear Side Poster	\$1,000	\$1,800	(\$700)	(\$1,260)	\$300	\$540
Bus Shelter	\$1,380	\$2,400	(\$966)	(\$1,680)	\$414	\$720
Inside Bus Posters						
D1-D4 (8x31)	\$385	\$670	(\$270)	(\$469)	\$115	\$201
P1 (8x13)	\$161	\$280	(\$113)	(\$196)	\$48	\$84
P2 (8 x 32.5)	\$403	\$702	(\$282)	(\$491)	\$121	\$211
P3 (8 x 21 3/4)	\$270	\$470	(\$189)	(\$329)	\$81	\$141
P4 (8 x 26.5)	\$329	\$572	(\$230)	(\$400)	\$99	\$172
A (13 x 20)	\$403	\$702	(\$282)	(\$491)	\$121	\$211
B (8 x 34)	\$422	\$734	(\$295)	(\$514)	\$127	\$220
C & D (16 x 19)	\$271	\$471	(\$190)	(\$330)	\$81	\$141
Shelter Posters						
Outside Panel (48 x 70)	\$1,380	\$2,400	(\$966)	(\$1,680)	\$414	\$720
InsidePanel (48 x 70)	\$1,150	\$2,000	(\$805)	(\$1,400)	\$345	\$600
NOTE: If there is to be a price difference, it should depend on the location.						