



Waccamaw Regional Transportation Authority dba Coast RTA, 1418 Third Ave, Conway, SC 29526 843.488.6063 or 843.438.3112

COAST RTA TRANSIT ADVERTISING

- **REACH** - No other media in Grand Strand area puts you in front of more business owners
- **FREQUENCY**- Potential customers repeatedly see your advertising.
- **HIGH VISIBILITY**- Face it...a bus is hard to miss.
- **DELIVERY**- Buses deliver your ad to where potential clients are - mobile!
- **ALL DAY EXPOSURE, EVERYDAY**- NO: 15 seconds, 30 seconds, or 60 seconds.
- **CREATES**- Top of the mind awareness, a key element to any business minded decision.
- **EYE LEVEL**- Attention grabbing ad delivers your message to potential clients.
- **AD SOLITARY**- No Competition on buses.
- **ATTENTION GRABBING**- Rolling billboards create instant recognition.
- **LOW COST INVESTMENT**- Much more affordable than other media.

Coast RTA buses are rolling throughout the city each and every day; throughout residential areas and bustling business sectors. Coast RTA takes passengers from historic downtown Conway, to Georgetown and Myrtle Beach entertainment and shopping areas as well as rural areas along the grand strand. Coast RTA serves major universities and technical schools in the area. It also serves hospitals and medical offices.

Body

Full Wrap

Vinyl application covers the full bus and is used in two forms. Seperate wraps cover the bus' body and four windows.
\$8,000-\$10,000 Installation included.
Total Removal Estimate: \$2,000-\$3,000.

King Kong Wrap

A 30-sheet sized display on either side of any bus. Sizes vary average.
\$900.00 Installation included.
\$150.00 Removal.

Super Tail Wrap

Full Back coverage covers the enitre back of any bus. Sizes vary average.
\$900.00 Installation included.
\$150.00 Removal.

Super Queen Poster

Vinyl Display that usually appears on curb side of the bus. 30'x 88'.
\$225.00
\$150.00 Installation
\$150.00 Removal

Prices listed above are vendor estimates for each project. Prices subject to change without notice. Clients are responsible for direct payment to vendors for production of advertising and any installation/removal fees which may apply. A list of preferred Coast RTA vendors will be provided to clients or their agents upon request.

Samples of Exterior Advertising Available with Coast RTA

Full Bus Wraps



King Kong Wrap



King and Queen Posters



Super Tail Poster





Exterior Poster Rates

<i>3 Month Minimum for Posters</i>	3 to 5 Months (Per Month Per Bus)	6 to 11 Months (Per Month Per Bus)	12+ Months (Per Month Per Bus)
King (30"x 144")	\$440	\$385	\$357.5
Super Queen (30" x 88")	\$330	\$302.5	\$275

Exterior Wrap Rates

<i>3 Month Minimum for Wraps</i>	3 to 5 Months (Per Month Per Bus)	6 to 11 Months (Per Month Per Bus)	12+ Months (Per Month Per Bus)
Full Bus (Full Coverage)	\$2,090	\$1,705	\$1,457.5
King Kong (Middle of the Bus Over Windows)	\$1,155	\$990	\$882.2
Super Tail (Complete Tail)	\$357	\$330	\$250

Terms and Conditions: Billing is monthly and due in advance. Coast RTA reserves the right to reject advertising based on prohibitions. Coast RTA shall not be held liable for art, production, or other costs incurred by the advertiser or its agency if advertising is rejected. Perforated window graphics must be optically clear laminated. Rates shown above are per month and space only. Prices are subject to change without notice. While Advertising is not guaranteed on particular routes, a custom designed campaign can get your message in front of thousands of people each day. Exterior ads are available on all fixed route buses and paratransit vehicles. Exterior wraps are available on the fixed route buses.



Interior Ads Monthly		Monthly Fee 3-5 Month Contract	Monthly Fee 6-11 Month Contract	Monthly Fee 12+ Month Contract	Estimated Production Cost Per Poster
10 Michelangelo Posters	32" H x 32" W	\$550	\$440	\$330	\$53.9 Each
5 Michelangelo Posters	32" H x 32" W	\$275	\$220	\$165	\$64.9 Each
10 Interior Card Posters	11" H x 42" W	\$385	\$330	\$275	\$220/10
5 Interior Card Posters	11" H x 42" W	\$220	\$192.5	\$165	\$137.5/5
Bus Seat Advertising	9" H x 12" W	Sets of 10: \$110 Full Bus: \$330	Sets of 10: \$82.5 Full Bus: \$275	Sets of 10: \$55 Full Bus: \$220	\$5.5 Each Full Bus Estimate: \$242



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Advertise with Coast RTA!

dba Coast RTA

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