

TRANSIT
in your face
ADVERTISING

TRANSIT
Advertising,
Inc.

RATES &
INFORMATION

TULSA, OKLAHOMA

**FOLLOW ME
TO IBC.**

Over 60 Oklahoma
locations and growing

203

IBC BANK.

We Do More

www.ibc.com

FCPA, BANKING CORPORATION

here...
there...
everywhere
in Tulsa.

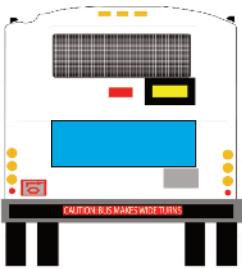
TRANSIT in your face ADVERTISING

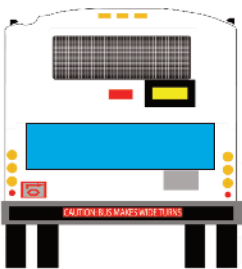


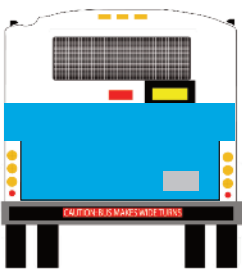
AD SIZES & RATES

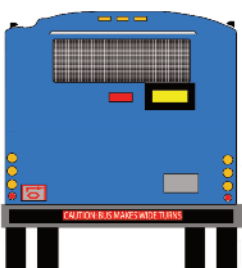
BUS BACKS

here...
there...
everywhere
in Tulsa.

TAIL LIGHT 	Ad Size: 50" x 17"			
	Showing	Units	Space Rate	Production/Unit
-----	1	\$196	1+	\$38.65 each
25	10	\$1,928	10+	\$36.74 each
50	22	\$4,293	20+	\$35.14 each
75	34	\$6,653	30+	\$33.79 each
100	46	\$9,001	40+	\$32.65 each
			50+	\$31.70 each

TAIL LIGHT 	Ad Size: 72" x 21"			
	Showing	Units	Space Rate	Production/Unit
-----	1	\$196	1+	\$54.12 each
25	10	\$1,928	10+	\$50.63 each
50	22	\$4,293	20+	\$35.14 each
75	34	\$6,653	30+	\$45.33 each
100	46	\$9,001	40+	\$43.26 each
			50+	\$41.53 each

SUPER TAIL 	Ad Size: varies by bus length			
	Showing	Units	Space Rate	Production
-----	1	\$300		\$300 each

FULL BACK 	Ad Size: varies by bus length			
	Showing	Units	Space Rate	Production
-----	1	\$525		\$575 each

SPACE RATES
are monthly

PRODUCTION FEE
is a one-time fee
billed at the time
installation

DISCOUNTS
apply to recog-
nized advertising
agencies and all
contracts lasting
six months

**MINIMUM
CONTRACT TERM**
is three months

**COMPETITIVE
RATES**
are offered to
small businesses

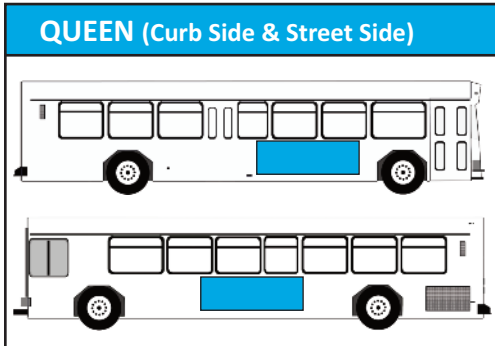
TRANSIT in your face ADVERTISING



AD SIZES & RATES

STREET SIDE & CURB SIDE ADS

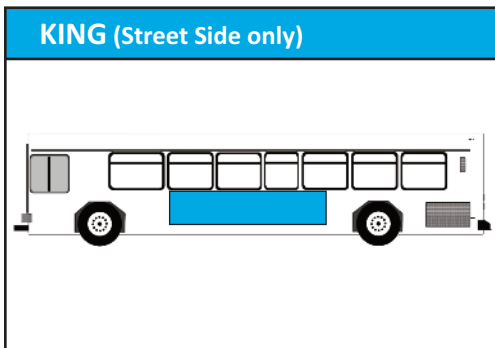
here...
there...
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QUEEN (Curb Side & Street Side)

Ad Size: 120" x 30"

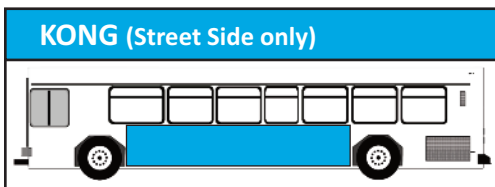
Showing	Units	Space Rate	Prod per Unit	
-----	1	\$182	1+	\$69.43
25	10	\$1,816	10+	\$64.40
50	22	\$3,997	20+	\$60.17
75	34	\$6,177	30+	\$56.69
100	46	\$8,230	40+	\$53.72
			50+	\$51.21



KING (Street Side only)

Ad Size: 144" x 30"

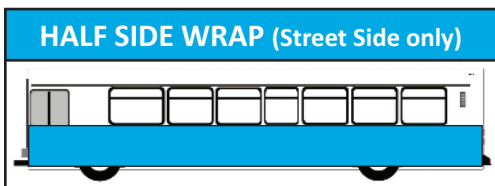
Showing	Units	Space Rate	Prod per Unit	
-----	1	\$247	1+	\$102.22
25	10	\$2,445	10+	\$91.71
50	22	\$5,380	20+	\$84.43
75	24	\$8,316	30+	\$79.68
100	46	\$11,250	40+	\$75.07
			50+	\$71.07



KONG (Street Side only)

Ad Size: varies by bus length

Showing	Units	Space Rate	Production
-----	1	\$420	\$800



HALF SIDE WRAP (Street Side only)

Ad Size: varies by bus length

Showing	Units	Space Rate	Production
-----	1	\$525	\$975

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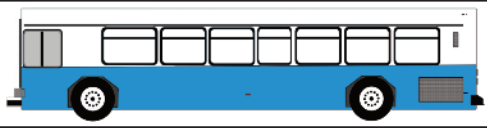


AD SIZES & RATES

FULL & HALF WRAP ADS

here...
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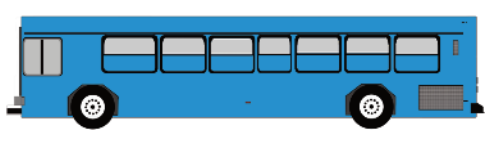
HALF WRAP (covers all four sides of bus)



Ad Size: varies by bus length

Showing	Units	Space Rate	Production
-----	1	\$1,155	\$4,235

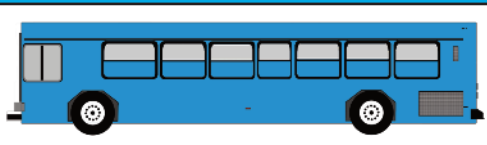
3/4 WRAP (covers all four sides of bus)



Ad Size: varies by bus length

Showing	Units	Space Rate	Production
-----	1	\$1,465	\$5,324

FULL SIDE



Ad Size: varies by bus length

Showing	Units	Space Rate	Production
-----	1	\$700	\$1,900



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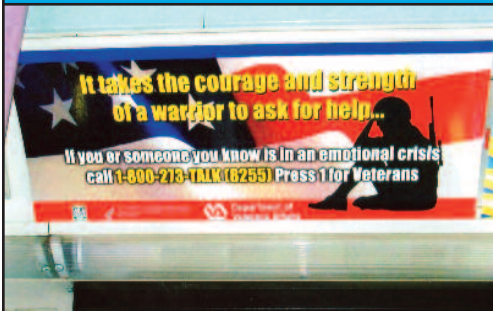
AD SIZES & RATES



INTERIOR SIGNS • BENCHES • SHELTERS

here...
there...
everywhere
in Tulsa.

INTERIOR SIGNS



Ad Sizes: 40" x 11" and 28" x 11"

Units/Mo	Space Rate	Production
10	\$21/card/bus	1+: \$26.62
25	\$17/card/bus	10+: \$22.99
40	\$13/card/bus	20+: \$21.29
55	\$10/card/bus	30+: \$15.96
		40+: \$15.96
		50+: \$15.96

BENCHES



Ad Sizes: 84" x 30" and 72" x 21"

Showing	Units	Space Rate / Mo	Space Rate / Year	Prod per Unit
----	1	\$75	\$65 per month	1+: \$33.65
25	10	\$600	\$500 per month	10+: \$33.00
50	20	\$1,100	\$1,000 per month	20+: \$30.85
100	40	\$2,000	\$1,900 per month	30+: \$29.41
				40+: \$27.16
				50+: \$26.13

Permanent Position: 1-5 Units \$100/Mo
6-10 Units \$75/Mo

SHELTERS



Ad Sizes: 84" x 30" and 72" x 21"

Showing	Units	Space Rate / Mo	Space Rate / Year	Production
----	1	\$251	\$175	\$76 each
25	7	\$1,750	\$1,224	
50	14	\$3,526	\$2,445	
75	21	\$5,282	\$3,669	
100	28	\$7,043	\$4,890	

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AD SIZES & RATES



PRODUCTION INFORMATION

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Installation for all Transit Ads is the responsibility of Tulsa Advertising, Inc. All advertising creative is subject to Tulsa Transit approval prior to production and may be declined if considered to be objectionable. Transit Advertising, Inc. will allow advertisers the option of printing their own transit ads.

EXTERIOR ADVERTISING & FULL WRAPS

Flexible, removable, self-adhesive vinyl. The use of 3M vinyl is required to reduce risk of paint damage. Any other brand must be pre-approved.

3M MATERIAL REQUIREMENTS

Application 1 (for shorter-term advertising)

- 3M Controltac Plus IJ3552C or RG3552C Changeable Graphic Film
- 3M Scotchcal Luster Overlamine 8519

Application 2 (for longer-term advertising)

- 3M Controltac Plus IJ180C-10 or RG180C-10 Graphic Film
- 3M Scotchcal Luster Overlamine 8519

Application 3 (perforated window film for window applications)

- 3M Scotchcal IJ8171 or RG8171 Perforated Window Film
- 3M Scotchcal 8914 Overlamine

Application 4 (for reflective ads - limited to Queen, King, and Tail sizes)

- 3M Scotchcal IJ5100R Intermediate Reflective Graphic Film
- 3M Scotchcal Luster Overlamine 8519

INTERIOR ADVERTISING & FULL WRAPS

Any of the following production methods are acceptable.

- 100# or 110# Cover Encapsulated with 3 mil laminate
- .030 mm Styrene Polykote or equivalent

NOTE: Allow .75" at the top and bottom to be covered by sign holders. Do not place text or logos in these areas. Finished height must be exactly 11".

**ALL ADVERTISING BILLED BY
TRANSIT ADVERTISING, INC.
TERMS & CONDITIONS APPLY.**

SHIPPING ADDRESS

Transit Advertising, Inc.
Attn: Mike Lemery
c/o Receiving
510 S. Rockford
Tulsa, OK 74120
918-321-5344

Allow at least one week from delivery of materials to completion of installation. Full wraps and large orders may require extra lead time.

FOR MORE INFORMATION CONTACT

Transit Advertising, Inc.

mike@transitadvertisinginc.com

office: (918) 321.5344 • cell: (918) 289.3460 • fax: (918) 321.3642

www.transitadvertisinginc.com



AD SPECIFICATIONS

ARTWORK SPECIFICATIONS

here...
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everywhere
in Tulsa.

ARTWORK SPECIFICATIONS

●Compatible Software/Format

Illustrator / Photoshop / Indesign / Freehand MX / QuarkXpress / CorelDraw - EPS/TIF/JPG/PDF

●Acceptable Media

CD / DVD / Zip Disk / Floppy Disk / Direct Upload to our transfer site

●Color Matching

If color matching is required, please include: Written color instructions, including PMS color code or a physical color comparison (photo, proof print or color sample)

●Resolution

Artwork should be set up at 1/10 of finished size within a range of 560-1000 dpi. Resolution at full size must be at least 56 and 100 if preferable.

●Fonts

Please convert all fonts to paths or include fonts with image.

●Tips & Tricks

- Before you begin, (buswrap) obtain a vehicle template, note the area that cannot be covered with graphics as well as areas needed for bleed; and (bench) determine the "viewable area" of the ad and keep graphics within the viewable area.
- Provide a proof that clearly represents what the final image should look like and where each element should be placed.
- Remember that color will be printed in a 4-color process and may not match your proof without careful color coordination.
- Wrapping a bus requires 4 separate layered files: Curb Side, Street Side, Front, & Back. Do not flatten files and do not forget to allow for bleed in the background layer.

SCANNING RESOLUTIONS

Printing resolution should be at least 72 dpi; 100 is suggested. The following are suggested scanning and/or layout resolutions.

●BENCH ADS

Format Size:	Viewed Size:	Submission Size:
71 x 21"	69 x 20"	6.9 x 2.1" @ 600 dpi
84 x 30"	74 x 24"	7.4 x 2.4" @ 600 dpi

●BUS SIGNS

Format Size:	Viewed Size:	Submission Size:
71 x 21"	72 x 21"	7.2 x 2.1" @ 600 dpi
120 x 30"	120 x 30"	12 x 3" @ 600 dpi
28 x 11"	28 x 11"	2.8 x 1" @ 600 dpi
144 x 30"	144 x 30"	14 x 3" @ 600 dpi
88 x 30"	88 x 30"	8.8 x 3" @ 600 dpi

●BUS SHELTERS

Format Size:	Viewed Size:	Submission Size:
69 x 48"	67 x 46"	6.7 x 4.6" @ 600 dpi

●BUS WRAPS & HALFWRAPS

A full wrap image (depending on bus style and template) should be 43.75 x 10.6" @ 720 dpi. This includes bleed area needed for printing an area 437.5"W x 106"H. To maintain a resolution of 72 dpi, divide the height and width by 10 to get a physical size, then scan and/or lay out the image at 720 pixels per inch.