

# Transit Production Rate Card

effective June 1, 2007



## WRAPS

### Full Wrap (Std) [sizes vary\*] design = \$1100

	Install Only	
	Prod & Install	Fee/Ad
1-9	5800	2400
10-19	5650	2350
20+	5400	2300

### Tail (Fullback) [sizes vary\*] design = \$255

	Install Only	
	Prod & Install	Fee/Ad
1-9	950	400
10-19	925	375
20+	900	350

### King Kong [8'x20'] design = \$340

	Install Only	
	Prod & Install	Fee/Ad
1-9	1400	450
10-19	1350	425
20+	1300	400

## STREET PANELS

### [47 1/4" x 68 1/2"] design = \$170

	Install Only	
	Prod & Install	Fee/Ad
1-6	85*	30
7-19	75	29
20-29	60	27
30-49	58	25
50-74	55	23
75-99	50	21
100+	46	20

\* minimum ganging = 6

## EXTERIOR DISPLAYS

### Super King [36"x240"] design = \$170

	Install Only	
	Prod & Install	Fee/Ad
1-5	325	50
6-10	225	50
11-19	200	50
20+	175	50

### Kings [30"x144"] design = \$170

	Install Only	
	Prod & Install	Fee/Ad
1-9	88*	25
10-19	75	23
20-39	68	21
40-74	65	19
75-99	62	17
100+	55	15

\* minimum ganging = 9

### Queens [30"x88"] design = \$170

	Install Only	
	Prod & Install	Fee/Ad
1-9	80*	25
10-19	67	23
20-39	59	21
40-74	48	19
75-99	46	17
100+	44	15

\* minimum ganging = 9

### Tails [21"x70"] design = \$150

	Install Only	
	Prod & Install	Fee/Ad
1-9	55*	25
10-19	45	23
20-39	40	21
40-74	35	19
75-99	30	17
100+	25	15

\* minimum ganging = 9

## INTERIOR DISPLAYS

### Rails [11"x28"] design = \$85

	Install Only	
	Prod & Install	Fee/Ad
20-29	15*	5
30-49	12	4
50-74	10	3
75-99	9	2
100+	7	1

\* minimum ganging = 20

### BTD [21"x22"] design = \$100

	Install Only	
	Prod & Install	Fee/Ad
20-29	20	5
30-49	17	4
50-74	15	3
75-99	13	2
100+	10	1

\* minimum ganging = 20

## ROCHESTER RURAL ROUTES

### Kings [20"x42"] design = \$130

	Install Only	
	Prod & Install	Fee/Ad
1-6	65*	30
7-10	55	28
11-14	45	27
15+	40	25

\* minimum ganging = 6

### Queens [16"x42"] design = \$130

	Install Only	
	Prod & Install	Fee/Ad
1-6	60*	27
7-10	55	27
11-14	45	23
15+	35	20

\* minimum ganging = 6

### Tails [21"x71"] design = \$130

	Install Only	
	Prod & Install	Fee/Ad
1-6	70	35
7-10	65	35
11-14	55	30
15+	45	27

\* minimum ganging = 6

► Production and installation fees are per advertisement for the quantities specified. Standard design fees for each ad type are based on a single concept and all graphical elements, logos and general messaging provided by the advertiser and/or agency. Design rate of \$85/hour will be applied in addition to the standard fee if poor quality artwork is submitted by a client or agency or the scope of work is deemed to be outside of the standard requirements.

► Down payment of 50% must be made payable to "Growth Marketing" prior to the commencement of any final creative or production work. The balance of payment is due 30 days from completion of job.

► Advertisers are responsible for paying sales tax calculated for the County and State in which these services were sold, or they must provide a copy of either a tax exempt certificate or a blanket resale certificate.

► An added design fee will also be applied to major and/or multiple revisions to the spec art. Size reformatting fees will be determined on a case-by-case basis.

► Rates denoted by an asterisk (\*) assume the order will be grouped with similar ad type orders to meet required ganging minimums. A one-time setup charge of \$40 is added to the order for each piece of campaign creative. Ganged orders must allow a minimum of 3 weeks turnaround from proof approval to installation.

Please direct all creative/production inquiries to:

**Mediascape Marketing**  
 Water Street Commons  
 189 North Water Street  
 Rochester, NY 14604  
 p: 585.262.6030 f: 585.262.6217  
 email: [genes@mediascapemarketing.com](mailto:genes@mediascapemarketing.com)