



Transit Advertising Opportunities

serving the communities of
Fargo and West Fargo, ND
Moorhead and Dilworth, MN



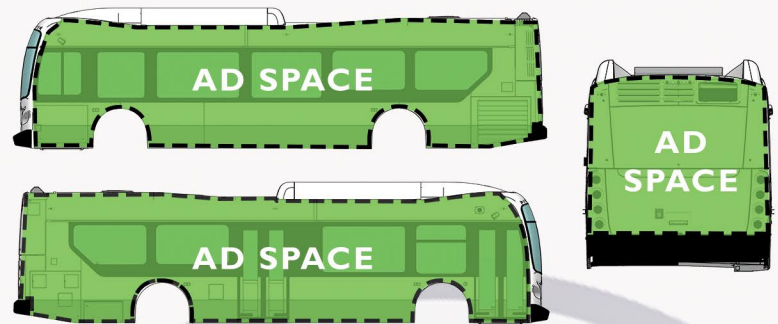
Exterior Advertising Options



FULL WRAP

Wrap covers entire bus, except lights, vents, grating, and other functional elements. Wrap may not cover the top “wing” where applicable. Wrap may not cover the front of Moorhead vehicles. On Fargo vehicles, the MATBUS logo must be included in the front wrap design.

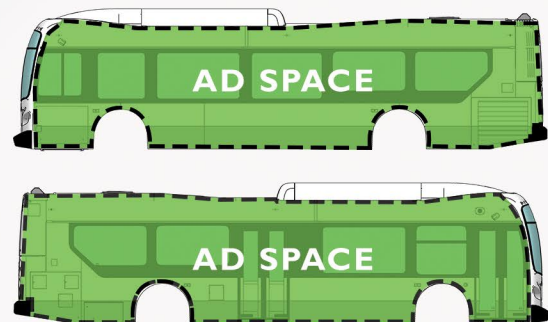
Windows will be covered with perforated wrap material for visibility.



TWO SIDES

Wrap covers entire space on both sides of the same bus, except lights, vents, grating, and other functional elements. Wrap may not cover the top “wing” where applicable.

Windows will be covered with perforated wrap material for visibility.



ONE SIDE

Wrap covers entire space on one side of a bus, except lights, vents, grating, and other functional elements. Wrap may not cover the top “wing” where applicable.

Windows will be covered with perforated wrap material for visibility.



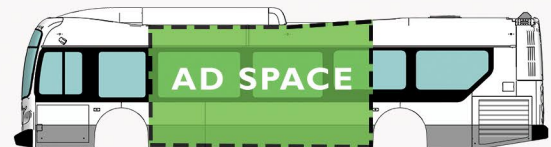
Exterior Advertising Options



KING KONG

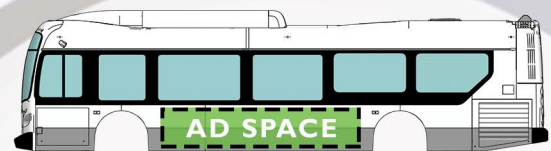
Wrap is on one side of the bus, between the wheel wells and extending from the bottom of the bus to the top.

Windows will be covered with perforated wrap material for visibility.



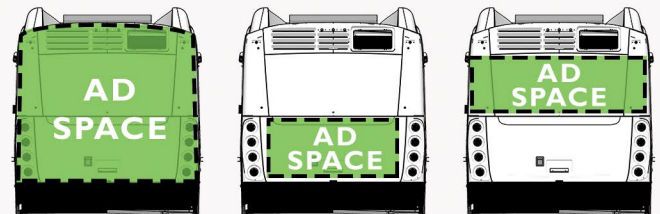
KING WRAP

Wrap is on one side of the bus, between the wheel wells and below the windows.



REAR WRAP

Wrap space is available on the rear of the bus. Active space may vary among different models, as some bus styles have elements that cannot accommodate wrap material application.



APPROVED VENDORS

Please contact one of our approved vendors for quotes on production, installation and removal of the wrap materials. These quotes are not included in MATBUS monthly advertising rates. Additional vendors may be considered on a case-by-case basis. Contact MATBUS for details.

Custom Graphics

Shawn Bagne
Fargo, ND
701.237.5685
shawn@customgraphicsinc.com

Transit Advertising

Jim Feske
Fargo, ND
701.866.9683
jfeske@cableone.net

Vomela Graphics

Frank LaManna
St. Paul, MN
651.523.9519
frank.lamanna@vomela.com

Space Reservations and Additional Information:

email: advertising@matbus.com • phone: 701.241.8140

Exterior Rental Rates

| Moorhead Monthly Rates | | 1-3 Month Agreement | 4-11 Month Agreement (15% Discount) | 12+ Month Agreement (30% Discount) |
|------------------------|---|---------------------|--|---------------------------------------|
| Type of Wrap | Description | | | |
| Full | Entire bus except the front | \$1,000.00 | \$850.00 | \$700.00 |
| Two Sides | Both sides of the same bus | \$750.00 | \$638.00 | \$525.00 |
| One Side | One side | \$500.00 | \$425.00 | \$350.00 |
| King Kong | One side, between the wheel wells | \$330.00 | \$281.00 | \$231.00 |
| King | One side, between the wheel wells and below windows | \$175.00 | \$149.00 | \$123.00 |
| Rear | Back only | \$220.00 | \$187.00 | \$154.00 |

| Fargo Monthly Rates | | |
|---------------------|--|--------------|
| Type of Wrap | Description | Monthly Rate |
| Full | All four sides of the same bus | \$2,000.00 |
| Three Sides | Both complete sides and rear of the same bus | \$1,800.00 |
| Two Sides | Both complete sides of the same bus | \$1,500.00 |
| One Side | One complete side of a bus | \$750.00 |
| King Kong | One side, between the wheel wells | \$600.00 |
| King | Side of bus, between wheel wells and below windows | \$500.00 |
| Rear | Back of bus only | \$300.00 |

Exact sizes of wraps may vary, depending on the make and model of vehicles available. Before designing wraps, contact MATBUS staff to determine vehicle availability and wrap type details. A minimum of a one-month rental commitment is required for contracts.



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email: advertising@matbus.com • phone: 701.241.8140

Interior Advertising Options

ADVERTISING HANDLE

Full-color marketing displays (two-sided) that are placed inside passenger handles. The passenger handles are attached to a bar that runs on each side of the interior of the bus.

The advertiser will be responsible for the design of the advertisement (in JPEG or PDF format) and its transmittal to MATBUS. MATBUS staff will print and place the advertisements at the rate of \$25.00 per hour.



CEILING ADVERTISEMENT

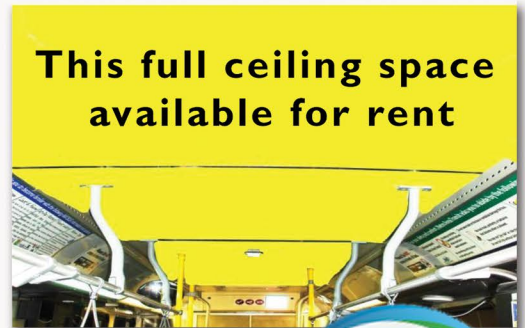
Full-color marketing display placed on the ceiling of fixed-route buses. The advertisement is produced in the same material as MATBUS exterior advertising wraps. Exact size of the advertisement may vary, depending on the make and model of vehicles available.

The advertiser will be responsible for the design, printing, installation and removal of the ceiling advertisement. Production, installation and removal are not included in MATBUS monthly advertising rates. The advertiser must use a MATBUS approved vendor.

The ceiling wrap advertisement design may be changed out at a maximum frequency of once per month.



**This full ceiling space
available for rent**



| Type | Size | Minimum Commitment | Monthly Rate |
|-----------------------|---------------------------|--------------------|-------------------|
| Advertising Handle | 5"W x 2.75"H | 100 handles | \$2.50 per handle |
| Ceiling Advertisement | Half - up to 45"W x 65"H | no minimum | \$100.00 |
| | Full - up to 45"W x 130"H | | \$175.00 |