



# Transit Advertising Opportunities

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



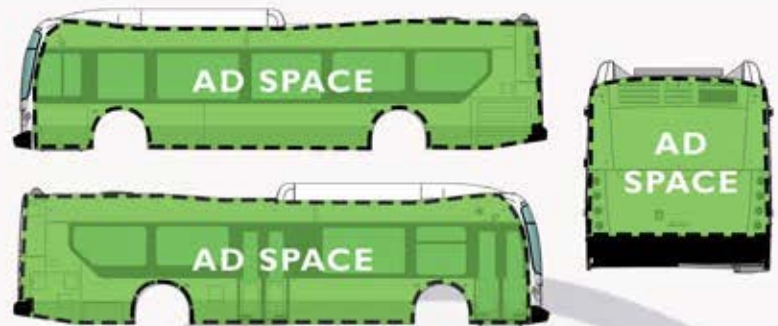
# Exterior Advertising Options



## 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.

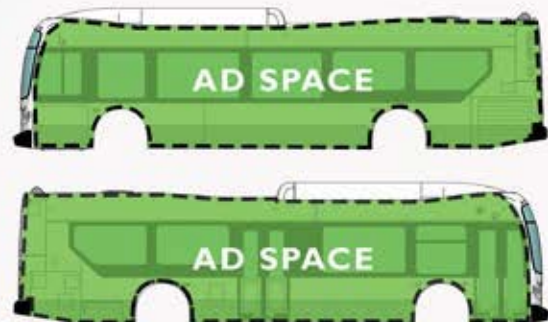
Windows will be covered with perforated wrap material for visibility.



## 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.

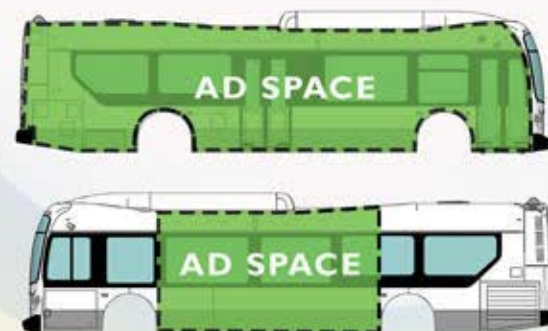
Windows will be covered with perforated wrap material for visibility.



## ONE SIDE

Wrap may cover 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. Wrap may cover a smaller area if preferred.

Windows will be covered with perforated wrap material for visibility.



# Exterior Advertising Options



## 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  
jim.feske@yahoo.com

### 701Wraps

Justin Wigginton  
Fargo, ND  
701.715.2568  
info@701wraps.com

**Space Reservations and Additional Information:**

email: [advertising@matbus.com](mailto:advertising@matbus.com) • phone: 701.241.8140

# Exterior Rental Rates

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	Side of bus, between wheel wells and below windows	\$500.00
Rear	Back 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.

Contracts for monthly rental of advertising space will be between the advertiser and the City of Fargo, ND. The City cannot guarantee placement on a specific route or in a specific city. All buses will rotate throughout the system, and will have breaks from operating in order to perform preventative maintenance.



**Space Reservations and Additional Information:**  
 email: [advertising@matbus.com](mailto: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.



Type	Size	Minimum Commitment	Monthly Rate
Advertising Handle	5"W x 2.75"H	100 handles	\$2.50 per handle

