




Advertising Rates for Full Market – Southside & Northside


Norfolk, Chesapeake, Portsmouth, Virginia Beach, Hampton, Newport News

updated January 2017


FULL BUS WRAP (35' or 40' buses)

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$2,500/month	\$2,350/month	\$2,200/month	\$1,900/month
	Production Cost: \$5,600			


KING KONG (19' wide x 8' 3" high)

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$550/month	\$535/month	\$520/month	\$490/month
	Production Cost: \$ 1,300.00			


REAR BUS WRAP (9' wide x 7.8' high)

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$400/month	\$385/month	\$370/month	\$340/month
	Production Cost: \$ 800.00			


SUPER KING (18' 2" wide x 3' 5.5" high)

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$ 395/month	\$380/month	\$365/month	\$335/month
	Production Cost: \$ 250.00			

KING (144" wide x 30" high)

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$300/month	\$285/month	\$270/month	\$240/month
	Production Cost: \$ 90.00			

QUEEN (108" wide x 30" high)

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$250/month	\$235/month	\$ 220/month	\$ 190/month
	Production Cost: \$ 70.00			




Advertising Rates for Full Market – Southside & Northside


Norfolk, Chesapeake, Portsmouth, Virginia Beach, Hampton, Newport News

updated January 2017

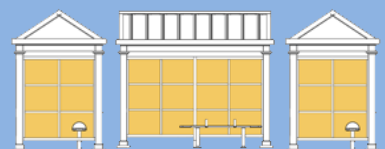
TAILLIGHT (72" wide x 21" high)

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$190/month	\$175/month	\$160/month	\$130/month
	Production Cost: \$ 42.00			

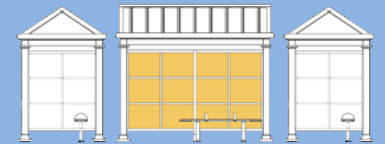
INTERIOR CARD (24" wide x 11" high)

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$30/month	\$25/month	\$20/month	\$10/month
	Production Cost: \$ 15.00			

BUS SHELTER (Rear 5.25' high x 9.25' wide; each Side 5.25' high x 4.625' wide)

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$450/month	\$435/month	\$420/month	\$390/month
	Production Cost: \$ 900.00			

BUS SHELTER REAR ONLY (5.25' high x 9.25' wide)

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$300/month	\$285/month	\$270/month	\$240/month
	Production Cost: \$ 450.00			

Market	Number of Units		
	Southside Norfolk, Chesapeake, Portsmouth, Va Beach	Northside Hampton and Newport News	Northside & Southside All 7 Cities
#100	130	65	195
#50	65	32	97
#25	32	16	48
Unit	1	1	1

All rates are for Advertising Space only. Sign production and pricing is available upon request.

Monthly advertising fees do not include the cost for printing of signage. You can use the production company of your choice, or we can provide that service for you. Rates are available upon request.

We are not able to commit your advertisement to any specific bus route(s). Our buses rotate on a daily basis within the Southside (Norfolk, Virginia Beach, Portsmouth, Chesapeake) or Peninsula/Northside (Hampton, Newport News) region. You can, however, choose one or both regions for exposure. The bus system maps can be found at the links below:

Southside: <http://gohrt.com/maps/sys-maps/southside-map.pdf>

Northside: <http://gohrt.com/maps/sys-maps/pnsula-map.pdf>

The Tide (Light Rail) is available for advertisements in the city of Norfolk only - from Eastern Virginia Medical Center to Newtown Road at the border of Virginia Beach. The light rail system map can be found at the link below:

<http://gohrt.com/services/the-tide/>

Please Note:

- These rates are not inclusive of production fees.
- There is a \$3,000 minimum requirement to purchase advertising space.