





**Advertising Rates for Full Market – Southside & Northside**  
 Norfolk, Chesapeake, Portsmouth, Virginia Beach, Hampton, Newport News

updated July 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

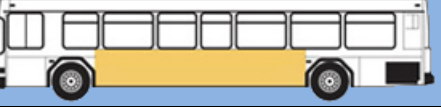
**KING KONG (19' wide x 8' 3" high)**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$550/month	\$535/month	\$520/month	\$490/month


**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


**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

**KING (144" wide x 30" high)**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$300/month	\$285/month	\$270/month	\$240/month

**QUEEN (108" wide x 30" high)**


	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$250/month	\$235/month	\$ 220/month	\$ 190/month




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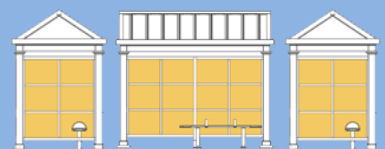
**TAILLIGHT (72" wide x 21" high)**

	<b>1 MONTH</b>	<b>3 MONTHS</b>	<b>6 MONTHS</b>	<b>12 MONTHS</b>
	\$190/month	\$175/month	\$160/month	\$130/month

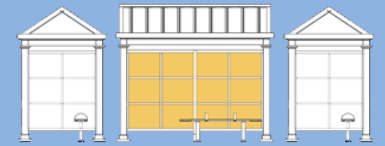
**INTERIOR CARD (24" wide x 11" high)**

	<b>1 MONTH</b>	<b>3 MONTHS</b>	<b>6 MONTHS</b>	<b>12 MONTHS</b>
	\$30/month	\$25/month	\$20/month	\$10/month

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

	<b>1 MONTH</b>	<b>3 MONTHS</b>	<b>6 MONTHS</b>	<b>12 MONTHS</b>
	\$450/month	\$435/month	\$420/month	\$390/month

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

	<b>1 MONTH</b>	<b>3 MONTHS</b>	<b>6 MONTHS</b>	<b>12 MONTHS</b>
	\$300/month	\$285/month	\$270/month	\$240/month

**\*NOTE: BUS SHELTER ADVERTISING IS NOT PERMITTED IN VIRGINIA BEACH**

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.  
 Production prices are available upon request.




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**DOWNTOWN NORFOLK TRANSFER CENTER (384" wide x 128 11/16" high)**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$750/month	\$600/month	\$450/month	\$300/month


**PARATRANSIT CURBSIDE DOORS (45" wide x 70" high)**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$160/month	\$145/month	\$130/month	\$100/month


**PARATRANSIT CURBSIDE SMALL POSTER (37" wide x 21" high)**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$110/month	\$95/month	\$80/month	\$60/month


**PARATRANSIT STREETSIDE DOOR (41" wide x 26" high)**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$ 100/month	\$85/month	\$70/month	\$50/month

**PARATRANSIT STREETSIDE SMALL POSTER (74" wide x 21" high)**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$120/month	\$105/month	\$90/month	\$65/month

**PARATRANSIT STREETSIDE LARGE POSTER (74" wide x 59" high)**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$180/month	\$165/month	\$ 160/month	\$ 130/month

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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

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. Visit <https://gohrt.com/route> to view and/or download Bus System Maps.

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. Visit [www.gohrt.com/services/the-tide](http://www.gohrt.com/services/the-tide) for more detailed information about The Tide.

**Please Note:**

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