



**ESCAMBIA COUNTY AREA TRANSIT**

# MEDIA KIT



1515 WEST FAIRFIELD DRIVE, PENSACOLA, FLORIDA 32501  
844-766-7519 OR 850-595-3228 EXT. 1230  
ECAT@CO.ESCAMBIA.FL.US • WWW.GOECAT.COM

# ADVERTISE WITH EYE POPPING RESULTS



## LOOKING TO INCREASE EXPOSURE FOR YOUR BUSINESS?

Advertise with Escambia County Area Transit (ECAT) to get your business seen in a unique way that will leave a lasting impression on the local community. We offer several placement options for high-visibility advertisements, including exterior bus wraps, interior bus cards, and bus stop bench and shelter ads.



### BENEFITS OF ADVERTISING WITH ECAT:

- Bus wraps serve as rolling billboards that will get your ad seen across town
- Stationary ads are placed in high-traffic areas for increased visibility
- Interior bus ads reach a high volume of riders on a frequent basis



### THE STATS (As of January 2016)\*:

- Annual Bus ridership - 1.3MM
- Population of Escambia County - 306K
- Population of Pensacola - 52K
- Benches - 263
- Shelters - 53
- Buses - 32

\*Numbers subject to change

# EL DORADO BUSES

## SIZES:

- Full Wrap
  - Both Sides and Small Tail Section
- Half Wrap
  - 26.25' x 84" (Curb side)
  - 31.25' x 84" (Driver side)
- \*King Kong
  - 121" x 84"
- \*King
  - 121" x 38.25"
- Queen
  - 5' x 2.25'
- Tail
  - 59" x 23"



### FULL WRAP



### KING KONG



### KING



### QUEEN



### HALF WRAP



### TAIL WRAP



# GILLIG BUSES

## SIZES:

- Full Wrap
  - Both Sides and Small Tail Section
- Half Wrap
  - 25' x 81" (Curb side)
  - 28.5' x 81" (Driver side)
- \*King Kong
  - 119" x 81"
- \*King
  - 119" x 42.25"
- Queen
  - 5' x 2.25'
- Tail Wrap
  - 59" x 23"



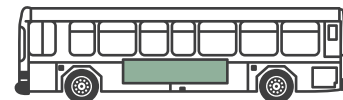
### FULL WRAP



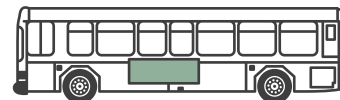
### KING KONG



### KING



### QUEEN



### HALF WRAP



### TAIL WRAP

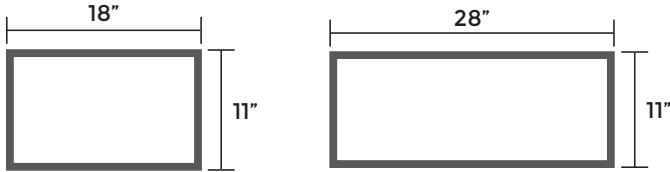


\*King is between the wheel wells and from the bottom of the bus to the bottom of the windows.  
 \*King Kong is between the wheel wells and from the bottom of the bus to the top of the windows.

# INTERIOR BUS SIGNAGE

## SIZES:

- 11" x 18" card
- 11" x 28" card



# BENCH SIGNAGE

## SIZES:

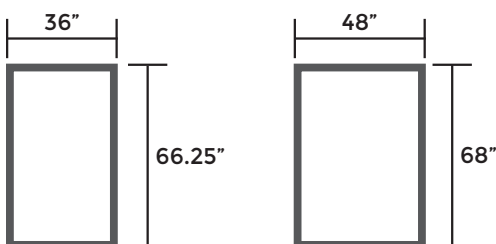
- 24" x 71.5"
- 29.5" x 83.75"



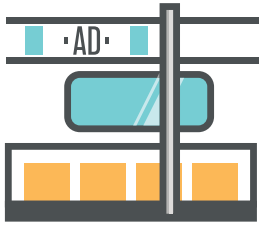
# SHELTER SIGNAGE

## SIZES:

- Standard Shelter
  - 48" x 68"
- Mid-Style Shelter (2015)
  - 36" x 66.25"



# PRODUCTION SPECIFICATIONS



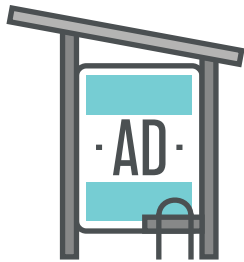
## INTERIOR BUS CARDS:

- Finished Size: 11" x 18" or 11" x 28"
- Live Areas: 10.5" x 17.5" or 10.5" x 27.5"
- Substrate: 18pt outdoor cardboard or .020 polystyrene
- Finishing: Weatherproof/waterproof inks with UV protection
- Overage: >20% overrun is recommended depending on term



## BENCH SIGNS, DEPENDING ON LOCATION:

- Finished Size: 24" x 71.5" or 29.5" x 83.75"
- Live Areas: 19.5" x 67" or 25.5" x 79.75"
- Substrate: Coroplast or .060 polystyrene
- Finishing: Inks and materials must be suitable for 2 years of outdoor exposure. UV coating is preferred and may increase durability and fade resistance.



## SHELTER SIGNS:

- Finished Sizes:
  - Standard Shelters: 48" x 68"
  - Mid-Style Shelters: 36" x 66.25"
- Live Areas:
  - Standard Shelters: 45" x 65"
  - Mid-Style Shelters: 33" x 63.25"
- Substrate: 5-7 mil Backlit polyester, Duratrans/Duraclear or comparable
- Finishing: Weatherproof/waterproof inks with UV protection



## FILE SET-UP:

- 300-600 dpi
- All art bleeds. Any live fonts or images used must be provided
- CMYK color mode
- High resolution PDF's with embedded fonts
- EPS, AI & Photoshop



## FOR ALL ADS:

- Art & copy for all ads must be preapproved.
- Exterior bus advertising will be produced and installed by approved ECAT vendor.

## MONTHLY BUS WRAP ADVERTISING RATES

DURATION	FULL WRAP	HALF WRAP	KING KONG	KING	QUEEN	TAIL WRAP
3 MONTHS	NA	NA	NA	NA	\$420	\$315
6 MONTHS	NA	\$840	\$602	\$434	\$385	\$280
12 MONTHS	\$889 GILLIG \$995 EL DORADO	\$728 GILLIG \$796 EL DORADO	\$595	\$392	\$329	\$259
24 MONTH	\$763 GILLIG \$893 EL DORADO	NA	NA	NA	NA	NA
36 MONTHS	\$546 GILLIG \$688 EL DORADO	NA	NA	NA	NA	NA

\* Full wrap pricing shown does not include the front of bus or grates

## MONTHLY INTERIOR CARD RATES

DURATION	11"H X 18"W	11"H X 28"W	QUANTITY
6 MONTHS	\$57	\$76	46
12 MONTHS	\$38	\$57	46

## MONTHLY BENCH AND SHELTER RATES

NUMBER OF UNITS		1	2 - 4	5 - 9	10 - 20	20+
BENCHES - CROSS READ SHELTERS	HIGH PROFILE	\$125	\$110	\$100	\$85	\$85
	MEDIUM PROFILE	\$110	\$100	\$85	\$75	\$75
	ROTARY**	---	---	---	\$70	\$70
FRONT READ SHELTERS	HIGH PROFILE	\$200	\$160	\$140	\$125	\$125
	MEDIUM PROFILE	\$160	\$140	\$125	\$100	\$100
	ROTARY**	---	---	---	\$70	\$60
PRODUCTION COST		\$125		\$100		\$75

\*\*Rotary has a minimum of 10 units.

High Profile is 37,500 + impressions daily\*

Medium Profile is 22,500 - 37,499 impressions daily\*

\*Based on traffic counts

Front-Read shelters are read while traveling with traffic on the same side of the road as the shelter.

Cross-Read shelters are read from the opposite side.



