

BENCH PROGRAMS

TRAFFIC COUNT More than 45,000 a Day 72" x 24"

NUMBER OF UNITS	RATE/MONTH (<12mo.)	RATE/MONTH (12 mo.)
1-4	\$150.00	\$140.00
5-9	\$140.00	\$130.00
10+	\$130.00	\$120.00

TRAFFIC COUNT 35,001 - 45,000 a Day 72" x 24"

NUMBER OF UNITS	RATE/MONTH (<12mo.)	RATE/MONTH (12 mo.)
1-4	\$140.00	\$130.00
5-9	\$130.00	\$120.00
10+	\$120.00	\$110.00

TRAFFIC COUNT 25,001 - 35,000 a Day 72" x 24"

NUMBER OF UNITS	RATE/MONTH (<12mo.)	RATE/MONTH (12 mo.)
1-4	\$120.00	\$110.00
5-9	\$110.00	\$100.00
10+	\$100.00	\$90.00

TRAFFIC COUNT Less than 25,000 a Day 72" x 24"

NUMBER OF UNITS	RATE/MONTH (<12 mo.)	RATE/MONTH (12 mo.)
1-4	\$95.00	\$85.00
5-9	\$85.00	\$75.00
10+	\$75.00	\$65.00

FT. MYERS BEACH AREA 56" x 24"

NUMBER OF UNITS	RATE/MONTH (<12 mo.)	RATE/MONTH (12 mo.)
1-4	\$125.00	\$115.00
5-9	\$115.00	\$105.00
10+	\$105.00	\$95.00

PRODUCTION COST Per Bench

POLYSTYRENE (MAINLAND)	\$150.00
FT. MYERS BEACH (LEXAN)	\$175.00
ACRYLIC (MAINLAND)	\$200.00



6 month minimum contract required for bench advertising

Rates Effective 6/24/15



TRANSIT ADVERTISING

The best advertising value in Lee County.



BUS PROGRAMS

FULL WRAP 6 Month Minimum

Routes	Rate/Month
50-70-140-240	\$2500
30-100-110-130-150	\$2000
40-120	\$1500
5-10-15-20-60-80-515-590-595	\$1250
Production cost depends on bus size	\$5500 to \$6500

SUPER KING (Street Side) Wheel to Wheel

Routes	Rate/Month
50-70-140-240	\$1000
30-100-110-130-150	\$900
40-120	\$750
5-10-15-20-60-80-515-590-595	\$625
Production cost depends on bus size	\$1600 to \$2000

KING (Street Side)

Routes	Rate/Month
50-70-140-240	\$300
30-100-110-130-150	\$250
40-120	\$200
5-10-15-20-60-80-515-590-595	\$150
Production cost depends on bus size.	\$145.00 to \$210.00

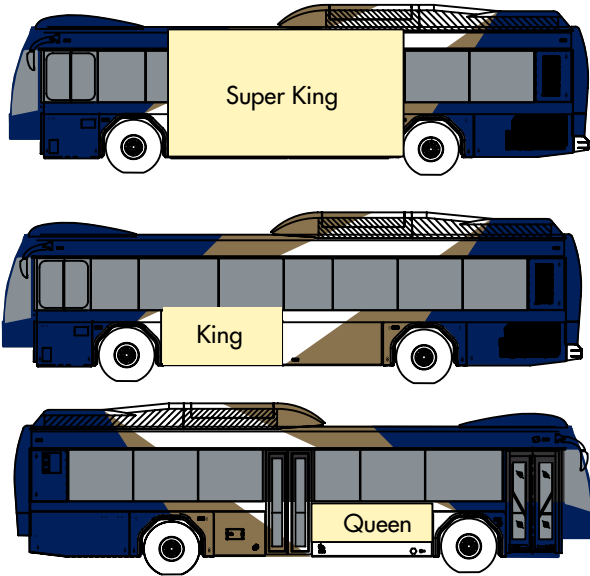


BUS PROGRAM



QUEEN (Curb Side)		6 month minimum
Routes	Rate/Month	
50-70-140-240	\$250	
130-100-110-130-150	\$200	
40-120	\$150	
5-10-15-20-60-80-515-590-595	\$100	
Production cost depends on bus size	\$140.00 to \$175.00	

INTERIOR CARDS (Minimum 5 Units) 28" X 11"		
NUMBER OF UNITS	RATE/MONTH (<12 mos.)	RATE/MONTH (12 mos.)
5-10	\$25.00	\$20.00
11+	\$20.00	\$17.50
Production Cost	Per Panel	
1-10	\$15.00	
11+	\$10.00	



RATES - Rates are monthly cost per unit and are net to LeeTran. All ad content must be approved by LeeTran*. All rates subject to change with 30 days notice.

* According to Lee County Administrative Code AC-1-19

** Dimensions vary based on size and model of bus. Bus size depends on availability for requested route.

SHELTER PROGRAMS



TRAFFIC COUNT		More than 45,000 a Day	
NUMBER OF UNITS	RATE/MONTH (<12mo.)	RATE/MONTH (12mo.)	
1-3	\$300.00	\$280.00	
4+	\$275.00	\$255.00	

TRAFFIC COUNT		35,001 - 45,000 a Day	
NUMBER OF UNITS	RATE/MONTH (<12mo.)	RATE/MONTH (12mo.)	
1-3	\$280.00	\$260.00	
4+	\$255.00	\$235.00	

TRAFFIC COUNT		25,001 - 35,000 a Day	
NUMBER OF UNITS	RATE/MONTH (<12mo.)	RATE/MONTH (12mo.)	
1-3	\$260.00	\$240.00	
4+	\$235.00	\$205.00	

TRAFFIC COUNT		Less than 25,000 a Day	
NUMBER OF UNITS	RATE/MONTH (<12mo.)	RATE/MONTH (12mo.)	
1-3	\$190.00	\$170.00	
4+	\$165.00	\$145.00	

Production Cost	
1-3	\$200.00
4+	\$180.00

SHELTER SIZE 48" X 68.5" and 47.5" X 68.5"
6 month minimum contract required for shelter advertising

