

TRANSIT ADVERTISING

The best advertising value in Lee County



ADVERTISING SALES
239.533.0364



BUS PROGRAMS

FULL WRAP

QUANTITY	RATE/MONTH	DISCOUNT	PRODUCTION
1	\$1,900	0	\$6,000
2	\$1,520	20%	
3	\$1,425	25%	
4	\$1,330	30%	

HALF WRAP

QUANTITY	RATE/MONTH	DISCOUNT	PRODUCTION
1	\$1,200	0	\$2,500
2	\$960	20%	
3	\$900	25%	
4	\$840	30%	

SUPER KING (street side) SUPER QUEEN (curb side)

QUANTITY	RATE/MONTH	DISCOUNT	PRODUCTION
1	\$800	0%	\$1,600
2	\$720	10%	
3	\$680	15%	
4	\$640	20%	
5	\$600	25%	

INTERIOR CARDS (minimum 5 units)

QUANTITY	RATE/MONTH	DISCOUNT	PRODUCTION
All	\$25	0	\$15

PARATRANSIT TAIL

QUANTITY	RATE/MONTH	DISCOUNT	PRODUCTION
1	\$500	0	\$700
2+	\$400	20%	



BUS ADS - 6 MONTH MINIMUM CONTRACT REQUIRED

RATES

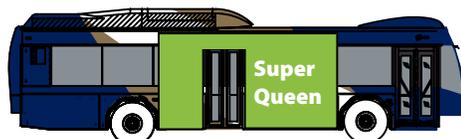
Rates are monthly cost per unit and are net to LeeTran. All ad content must be approved by LeeTran*.

All rates subject to change with 30 days notice. Rates effective 08/15/19.

Customers will be charged \$10 for each stock image that is purchased. Customer will receive high resolution of the purchased image to use in future marketing pieces.

* 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.



PARATRANSIT TAIL

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SHELTER PROGRAMS

SHELTERS			
QUANTITY	RATE/MONTH	DISCOUNT	PRODUCTION
1	\$300	0%	\$150
2	\$270	10%	
3	\$255	15%	
4	\$240	20%	
5	\$225	25%	



TRAM PROGRAMS

FORT MYERS BEACH TRAM INTERIOR PANELS			
QUANTITY	RATE/MONTH	DISCOUNT	PRODUCTION
1	\$149	0%	\$125
2	\$119.20	10%	
3	\$111.75	15%	



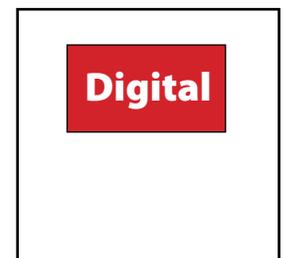
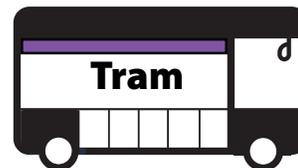
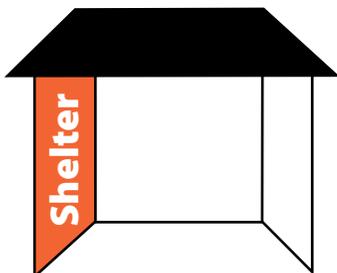
BENCH PROGRAMS

BENCHES			
QUANTITY	RATE/MONTH	DISCOUNT	PRODUCTION
1	\$150	0%	\$150 standard \$200 acrylic
2	\$135	10%	
3	\$127	15%	
4	\$120	20%	
5	\$112	25%	
6	\$105	30%	



DIGITAL PROGRAMS

BEACH PARK & RIDE, ROSA PARKS or DOWNTOWN RIVER DISTRICT TROLLEY			
QUANTITY	RATE/MONTH	DISCOUNT	PRODUCTION
1	\$99	0%	\$25



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TRAM PROGRAMS



DIGITAL PROGRAMS

FORT MYERS BEACH TRAM

ROUTE	RATE/MONTH
Fort Myers Beach (runs January to May)	\$149

SIZE AND PRODUCTION COST

Engine car: 65" x 22"	\$125
Passenger car: 74.5" x 22"	

50" DIGITAL ADVERTISING DISPLAY

LOCATION - 2 months minimum	RATE/MONTH
Beach Park & Ride and Rosa Parks Transportation Center	\$99 <i>Duration 6 sec per min</i>

SIZE AND PRODUCTION COST

3070 pixels x 1726 pixels - on 50" screen	\$25
Static image - png or jpg • Video - MP4 or MOV	

TRAM INTERIOR CEILING ADS



BEACH PARK & RIDE



ROSA PARKS TRANSFER CENTER



BEACH PARK & RIDE (Opened December 2017)

Located on 5.5 acres at 11101 Summerlin Square Drive, on the corner of Pine Ridge Road and Summerlin Square Drive. Accommodates three bus routes; Beach Trolley (Ft. Myers Beach), Route 130 (Edison Mall and FSW), and Route 50 (Airport and Bell Tower Shops). Equipped with passenger information kiosks, real time prediction signage, charging stations, and a 50" digital advertising display screen.

In 2019 we transported 166,814 passengers on the Trams between January 2019-May 2019