

# TRANSIT ADVERTISING

The best advertising value in Lee County



Advertising Sales  
239.533.0339

## BUS PROGRAMS

### FULL WRAP

Quantity	Rate/Month	Discount	Production
1	\$1,900	0%	\$6,000 Per ad
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 Per ad
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 Per ad
2	\$720	10%	
3	\$680	15%	
4	\$640	20%	
5	\$600	25%	



### TAIL

Quantity	Rate/Month	Discount	Production
1	\$500	0%	\$700 Per ad
2+	\$400	20%	



### PARATRANSIT TAIL

Quantity	Rate/Month	Discount	Production
1	\$500	0%	\$700 Per ad
2+	\$400	20%	



### INTERIOR CARDS (Minimum 5 Units)

Quantity	Rate/Month	Discount	Production
All	\$25	0%	\$15 Per ad



Actual size 28"x11"

### RATES

(Bus ads require a 6 month contract.)

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 01/01/2022. \*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.

- Fixed Route
- Paratransit

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## SHELTER PROGRAMS

### SHELTERS

Quantity	Rate/Month	Discount	Production
1	\$300	0%	\$150 Per ad
2	\$270	10%	
3	\$255	15%	
4	\$240	20%	
5	\$225	25%	

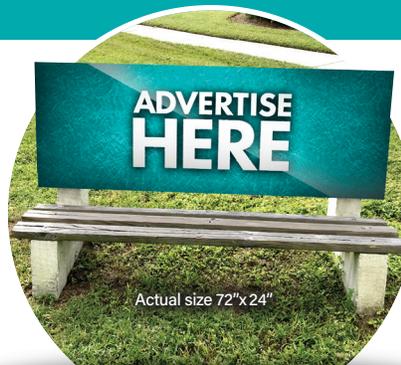


Actual size 48"x68.55"

## BENCH PROGRAMS

### BENCHES

Quantity	Rate/Month	Discount	Production
1	\$150	0%	\$150 Standard Per ad
2	\$135	10%	
3	\$127	15%	
4	\$120	20%	\$200 Acrylic Per ad
5	\$112	25%	
6	\$105	30%	



Actual size 72"x24"

## TRAM PROGRAMS

### FORT MYERS BEACH TRAM INTERIOR PANELS

Quantity	Rate/Month	Discount	Production
1	\$149	0%	\$125 Per ad
2	\$119.20	10%	
3	\$111.75	15%	



Viewed by  
Passengers



Actual size  
Tram Engine Car: 65"x22"  
Tram Passenger Car: 74.5"x22"

## DIGITAL PROGRAMS

### BEACH PARK & RIDE, ROSA PARKS OR DOWNTOWN RIVER DISTRICT TROLLEY

Quantity	Rate/Month	Discount	Production
All	\$99	0%	\$25 Per ad

Static and Video Display  
1920 x 1080 pixels

