



# Advertising Rates & Material Specifications

Advertising Questions?  
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<b>King</b>	<b>Monthly Net Price per Sign</b>	<b>144”W x 30”H Coroplast Material Size</b>
<i>Run Time</i>	<i>Rate is per 1 Sign</i>	<ul style="list-style-type: none"> <li>Printed/Mounted on one-piece of Coroplast</li> <li>Live Print Area: 141” W x 27” H</li> <li>King – Exterior Ad on side of bus</li> <li>Available at all PVTA Garages</li> </ul>
1 month	\$ 290	
3 months	\$ 275 per month	
6 months	\$ 260 per month	
12 months	\$ 245 per month	

<b>Queen</b>	<b>Monthly Net Price per Sign</b>	<b>108”W x 30”H Coroplast Material Size</b>
<i>Run Time</i>	<i>Rate is per 1 sign</i>	<ul style="list-style-type: none"> <li>Printed/Mounted on one-piece of Coroplast</li> <li>Live Print Area: 105” W x 27” H</li> <li>Queen – Exterior Ad on side of bus</li> <li>Available at all PVTA Garages</li> </ul>
1 month	\$ 240	
3 months	\$ 225 per month	
6 months	\$ 210 per month	
12 months	\$ 195 per month	

<b>Princess</b>	<b>Monthly Net Price per Sign</b>	<b>88”W x 30”H Coroplast Material Size</b>
<i>Run Time</i>	<i>Rate is per 1 sign</i>	<ul style="list-style-type: none"> <li>Printed/Mounted on one-piece of Coroplast</li> <li>Live Print Area: 85” W x 27” H</li> <li>Princess – Exterior Ad on passenger side of bus</li> <li>Available at all PVTA Garages</li> </ul>
1 month	\$ 190	
3 months	\$ 175 per month	
6 months	\$ 160 per month	
12 months	\$ 145 per month	

<b>Royal</b>	<b>Monthly Net Price per Sign</b>	<b>60”W x 30”H Coroplast Material Size</b>
<i>Run Time</i>	<i>Rate is per 1 sign</i>	<ul style="list-style-type: none"> <li>Printed/Mounted on one-piece of Coroplast</li> <li>Live Print Area: 57” W x 27” H</li> <li>Royal – Exterior Ad on passenger side of bus</li> <li>Available at UMass PVTA Garage</li> </ul>
1 month	\$ 140	
3 months	\$ 125 per month	
6 months	\$ 110 per month	
12 months	\$ 95 per month	

<b>Tail</b>	<b>Monthly Net Price per Sign</b>	<b>50”W x 17”H Coroplast Material Size</b>
<i>Run Time</i>	<i>Rate is per 1 sign</i>	<ul style="list-style-type: none"> <li>Printed/Mounted on one-piece of Coroplast</li> <li>Live Print Area: 47” W x 14” H</li> <li>Tail – Exterior Ad on the back of bus</li> <li>Available at all PVTA Garages</li> </ul>
1 month	\$ 160	
3 months	\$ 145 per month	
6 months	\$ 130 per month	
12 months	\$ 115 per month	

<b>Car Card</b>	<b>Interior Frame</b>	<b>28”W x 11”H Styrene Material Size</b>
\$30 per sign per month (Net)		<ul style="list-style-type: none"> <li>Printed on .030 Styrene</li> <li>Live Print Area: 28” W x 9.5” H</li> <li>Available at all PVTA Garages</li> </ul>
<ul style="list-style-type: none"> <li>A Car Card is on the inside of the bus by handrails</li> </ul>		

**PVTA does not provide production services. Advertiser is responsible for all production & production costs. All Exterior Frames cover 1 ¼” on all sides of advertisement.**