



21 College Hill Rd., Warwick, RI 02886

## OTC.07 SHUTTLE BUS ADVERTISING SPONSORSHIP RATES

Rates are net and include ad space, production, installation, insurance and removal

**Early Bird 5% Discount** – orders confirmed by **February 1, 2007**  
**Artwork Deadline: March 16, 2007**

### EXTERIOR SHUTTLE BUS ADVERTISING

Exterior bus advertising includes full color, high quality signs displayed on either the passenger's side of the bus, or both sides for maximum exposure. Upgrades to full or half bus wraps also available.

SIGN SIZE	SINGLE SIDED		DOUBLE SIDED	
	1-9 Shuttles	10-20 Shuttles	1-9 Shuttles	10-20 Shuttles
5'w x 2'h	\$950.00 ea.	\$875.00 ea.	\$1,200.00 ea.	\$1,125.00 ea.
7.5'w x 2'h	1,250.00 ea.	1,150.00 ea.	1,595.00 ea.	1,475.00 ea.
10'w x 2'h	1,550.00 ea.	1,425.00 ea.	2,100.00 ea.	1,975.00 ea.
15'w x 2'h (Exclusive)	1,850.00 ea.	1,700.00 ea.	2,675.00 ea.	2,525.00 ea.
20'w x 2'h (Exclusive)	2,250.00 ea.	2,050.00 ea.	3,250.00 ea.	3,050.00 ea.

### INTERIOR SHUTTLE BUS ADVERTISING

Target a truly captive audience. Attendees have few competing distractions during the 10 – 15 minute bus ride at least twice per day. Advertise to **YOUR prospective buyers** with any of the following great options:

**INTERIOR HEADER SIGN:** Four-color, high quality 12" x 40" w printed sign, located at the front of the bus facing all seated passengers. One advertisement per bus.

**HEADREST COVERS:** Four-color 7" x 7" graphic image on crisp white linen headrest covers face all seated attendees as they ride to and from the show. Standard package includes 20 rear-facing covers per bus. Covers are customarily on aisle seats, but can be applied to only window or alternating seats. Upgrade programs of 40 headrests per bus and / or front and rear printing (double sided) are also available.

**LITERATURE DISTRIBUTION: Flyers & Catalogs** - Special vinyl pouches can hold either tri-folded flyers or 8 1/2 x 11 flyer sheets or catalogs. Minimum of 5,000 pieces with standard package of 20 pouches per bus. Sponsor supplies materials.

# of Buses	Interior Bus Signs	Headrests (20 / Bus)	Literature Distributions
5	\$650.00 ea.	\$1,250.00 ea.	Flyers / sheets – Min. 5,000 = \$2,500.00
10	595.00 ea.	1,125.00 ea.	Catalogs – Inquire for rate
20 (Exclusive)	550.00 ea.	1,000.00 ea.	Gift Distribution – Inquire for rate

### HOTEL LOBBY, BOARDING AREA & KIOSK ADVERTISING

**HOTEL LOBBY SIGNS:** Four-color advertising opportunity on the bus schedule signs displayed in the lobbies of the official hotels where permitted. Advertising image area of 19" w x 6" h (sign size: 22" w x 36" h).

**BOARDING AREA SIGNS:** Four-color advertising on the double sided bus schedule signs displayed at the boarding locations outside the Convention Center. Advertising image area of 19" w x 6" h (sign size: 22" w x 36" h)

**KIOSKS:** Upgrade opportunity for Boarding areas. Larger four-color advertising on shuttle information kiosks displayed outside in the boarding areas of the Reliant Center. 8' Kiosk images are 1 meter wide x 88" h. 4' kiosk images are 1 meter wide x 40" h. Call for specifics on exterior Boarding kiosk advertising. All advertising exterior kiosks also available.

# of Hotels	Price	# of Boarding Signs	Price	Kiosks	Price
1	\$650.00 ea.	1	\$650.00 ea.	2 sided	\$2,800.00 each
5	550.00 ea.	7 (Exclusive)	575.00 ea.	4 sided – 4'h	3,500.00 each
25 (Exclusive)	500.00 ea.			4 sided – 8'h	4,600.00 each

#### FOR MORE INFORMATION

Contact **Bob Kaplan** at **1-800-616-CMAC** (2622) or **bobk@cmac.net**

Visit our website: [www.cmacpromos.com](http://www.cmacpromos.com) - Contact us for **Custom Programs & Special Value Pkgs.**