

KENOSHA AREA TRANSIT ADVERTISING POLICY

Advertisers on Kenosha Area Transit vehicle shall display positive messages promoting their products and services.

Kenosha Transit Commission has the sole right and reserves the right to reject all and any advertising which it deems to be controversial or promulgate poor taste. Advertising which displays a message critical of another person, business entity or product will not be permitted.

Kenosha Transit Commission guidelines does not permit advertising on the exterior or interior of a vehicle which in its' self-promote smoking materials, alcoholic beverages, religious materials and political persons or items.

Advertising

Your Audience

Advertising Media Kit

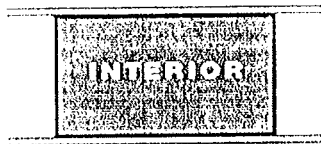
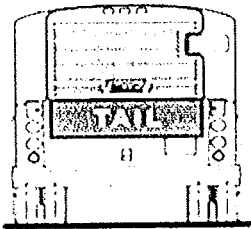
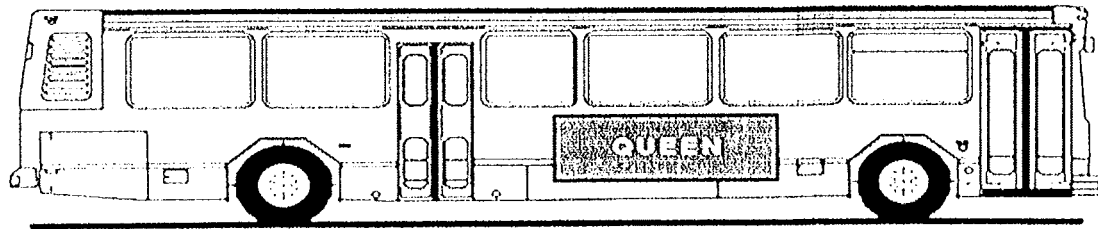
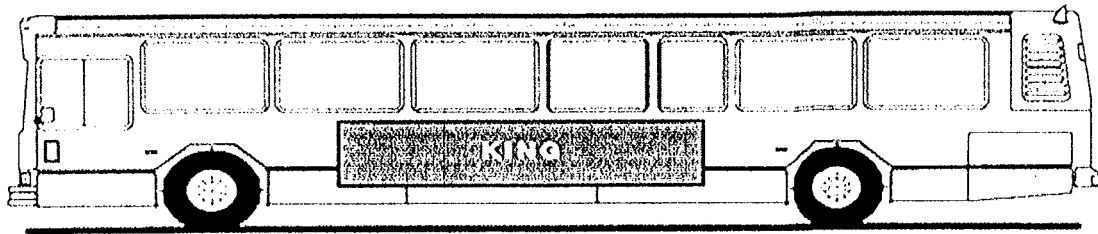
KAT's billboards are a platform to reach the approximately 500,000 residents of Kenosha County. It is estimated that five to ten million annual visitors travel through our beautiful County. This is your audience when you choose to advertise on KAT's bus fleet. In addition to these impressive numbers is the wide demographic profile of the County. Your business is exposed to the entire range of the population. KAT's fleet of 50 buses travel over one million miles each year in our County of (100-square-mile area). This enables your message high visibility while moving around the market like no other advertising venue.

- Interested in on-board advertising with an interior card? KAT's annual ridership is one million passenger trips – or more than 20,000 riders each week.

To reserve advertising space or confirm space availability, call KAT Marketing at (262) 653-4287.

Rates & Sizes

Rates are per ad, per month net. Production and mounting costs include labor and materials, and will be quoted at the time of contract. To reserve advertising space or confirm space availability, call KAT Marketing at (262) 653-4287.



Sizes

King	30" x 144"	<i>Street side</i>
Queen	30" x 88"	<i>Curb side</i>
Tail	21" x 72"	<i>Back</i>
Interior Cards	11" x 17"	
Bus Shelters	18" x 18"	
	20" x 20"	

Outdoor Ad Rates

Ad Size	1 Month	3 Months	6 Months	12 Months
King	\$125	\$375	\$720	\$1,500
Queen	\$125	\$375	\$720	\$1,500
Tail	\$130	\$390	\$720	\$1,560

Interior Car Card Rates

Car Cards are 11" Tall x 17" Wide.

Rates below are per card.

Quantity	1 Month	3 Months	6 Months	12 Months
10-20 Cards	\$16	\$48	\$96	\$192

Contact

KAT Marketing
262-653-4287
kenoshaareatransit.org

Mechanical Requirements

Advertiser is responsible for design, production and printing of posters. KAT will provide mounting in order to simplify shipping and delivery of posters.

Exterior posters are to be printed on 3 to 4 mil Vinyl with protective adhesive-backed vinyl. – Over laminate

Shipping

Unmounted ads must arrive at KAT a minimum of 14 days prior to start of campaign. Unmounted ads may be shipped directly to KAT at: 4303 39th Avenue, Kenosha WI 53144.

Terms

A deposit equal to one month's payment is due in advance to reserve space. Succeeding months are billed at the beginning of each contract month and are payable upon receipt. The deposit will be held until the end of the contract term and will be applied to the final month of the contract. Non-payment will result in immediate removal of signs and cancellation of contract.

Posters become the property of KAT. Used posters are disposed of after their contract has expired and will not be returned to clients or designers/artists nor will they be stored by KAT. New vinyl posters are required to resume advertising following any break between advertising periods.

Restrictions

KAT does not accept political, religious or sexually explicit advertising, nor does MST accept alcohol or tobacco messages. All advertising must comply with KAT's advertising policy.

ADVERTISING RATES

LOCATION	SIZE	1 MONTH	6 MONTHS	12MONTHS
Giant Ads	30 inches by 144 inches	\$ 125.00	\$ 720.00	\$ 1,500.00
STANDARD ADS	21 inches by 72 inches	\$ 125.00	\$ 720.00	\$ 1,500.00
	28 inches by 86 inches			
	30 inches by 88 inches			
Tail Ads	21 inches by 72 inches	\$ 130.00	\$ 720.00	\$ 1,560.00
Inside Cards	11 inches by 17 inches	\$ 16.00	\$ 96.00	\$ 192.00
Bus Shelter	1 sign per shelter	\$ 150.00	\$ 720.00	\$ 1,500.00
Super Vinyl Wrap	38 inches by 180 inches, 42 inches by 227 inches	\$ 150.00	\$ 840.00	\$ 1,800.00
Queen Vinyl Wrap	80 inches by 180 inches, 83 inches by 227 inches	\$ 200.00	\$ 1,140.00	\$ 2,400.00
Half Wrap	NA	\$ 500.00	\$ 2,940.00	\$ 6,000.00
Full Wrap	NA	\$ 800.00	\$ 4,800.00	\$ 9,600.00

QUESTIONS AND ANSWERS

1. Can I pick the bus route that I want my bus advertisement on?
No, we rotate buses, so your ad may cover the whole KAT routes over a 30 day period.
2. How long would the ad signs last?
Can the contract term be less than one year?
Can I pay for the entire year of ad up front?
No, ad., cost is billed on a monthly basis.
3. Are credit card accepted?
No credit card payment now but maybe in the future.
4. Do you have preferred design vendors?
Yes, call the marketing staff
5. Are there limits to the number of buses that I can advertise?
As many as you want – based on space availability.
6. How many impressions do buses create?
KAT service area averages millions of impression per day.
7. Current service hours – buses
Monday to Friday, 5 a.m. until 12 mid-night.
Saturdays, 8 a.m. until 4 p.m.
Periodically, buses are out for service maintenance and repairs.
8. Can I choose where I want my bus message to run?
No, buses are randomly assigned to different routes
9. Are ads allowed inside the buses?
Yes, we have spaces for about 30 to 36 interior cards per bus.