

MOBILE BILLBOARDS ARE SEEN BY MORE PEOPLE

BATA is the premiere stop to showcase your mobile ad in northern Michigan. Your ad will travel throughout Traverse City's busiest neighborhoods, popular destinations, historic downtown district and all of Grand Traverse & Leelanau County. Being stuck in traffic is a bonus. Your message will be seen!



FULL SIDE AD RATE

3 mos.	6 mos.	12 mos.
\$400	\$350	\$300

FULL SIDE PRODUCTION COST

\$995 - \$2200 based on ad size per side

CHOOSE ONE **OR** MORE OF THESE EYE-CATCHING SIZES

\$250

per month

Production:
\$670



\$250

per month

Production:
\$680



\$225

per month

Production:
\$595



\$200

per month

Production:
\$450



Think Shelter Think Bench

Shelters

\$100-\$125

Production: \$100
Custom ad sizes by request.



Benches

\$50-\$75

Production: \$100



INTERIOR POSTERS

11" x 17" posters. An affordable way to promote your business to riders, visitors, and tourist. Production \$25. **Only \$10 per month.**

ONBOARD RADIO ADS

25 spots throughout the day. 15-second spots. Perfect for special events or services in and around Traverse City. **Only \$5 per day.**

Prices reflect print-ready artwork only. Professional ad design is available.

FULL BUS WRAPS AVAILABLE BY REQUEST

Wayne Stevens | 231.933.5542 | stevensw@bata.net







TRANSIT *advertising*

MOBILE BILLBOARDS ARE SEEN MORE OFTEN



KALKASKA'S MOBILE MEDIUM FOR ANY MARKETING PLAN

Reach all demographics with unbeatable frequency. It can't be turned off or ignored. Find customers no matter what radio station they listen to. Transit advertising offers total market influence for your business at a lower cost than traditional media in Kalkaska County.

	DESCRIPTION	MONTHLY AD RATE	AD PRODUCTION
	SIDE PANEL AD 184" x 25"	\$200	\$450
	SIDE PANEL AD 184" x 36"	\$225	\$595
	1/2 WRAP 184" x 42"	\$250	\$670
	INTERIOR POSTERS 17" x 11"	\$10	\$25

Prices reflect print-ready artwork only. Professional ad design is available.

FULL BUS WRAPS AVAILABLE BY REQUEST



KAT *advertising – moving ahead.*

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YOUR NEXT BUSINESS MARKETING MOVE



CHARLEVOIX'S BEST CHOICE FOR ANY MARKETING PLAN

Reach all demographics with unbeatable frequency. It can't be turned off or ignored. Find customers no matter what radio station they listen to. Transit advertising offers total market influence for your business at a lower cost than traditional media in Charlevoix County.

Background photo
courtesy of Downtown
Charlevoix Facebook page.

	DESCRIPTION	MONTHLY AD RATE	AD PRODUCTION
	SIDE PANEL AD 184" x 25"	\$200	\$450
	SIDE PANEL AD 184" x 36"	\$225	\$595
	1/2 WRAP 184" x 42"	\$250	\$670
	INTERIOR POSTERS 17" x 11"	\$10	\$25

Prices reflect print-ready artwork only. Professional ad design is available.





FULL BUS WRAPS AVAILABLE BY REQUEST

A WINDOW OF OPPORTUNITY IS HERE



ANTRIM COUNTY'S MOBILE MEDIUM FOR ANY MARKETING PLAN

Reach all demographics with unbeatable frequency. It can't be turned off or ignored. Find customers no matter what radio station they listen to. Transit advertising offers total market influence for your business at a lower cost than traditional media in Antrim County.

	DESCRIPTION	MONTHLY AD RATE	AD PRODUCTION
	PANEL AD 119.5" x 31.375"	\$150	\$685
	PANEL AD 129" x 31.375"	\$150	\$730
	BACK PANEL AD 58" x 20.5"	\$100	\$175
	INTERIOR POSTERS 17" x 11"	\$10	\$25

Prices reflect print-ready artwork only. Professional ad design is available.

FULL WINDOW COVERAGE AVAILABLE BY REQUEST

TRANSIT *advertising*

A WINDOW OF OPPORTUNITY IS HERE



CRAWFORD COUNTY'S MOBILE MEDIUM FOR ANY MARKETING PLAN

Reach all demographics with unbeatable frequency. It can't be turned off or ignored. Find customers no matter what radio station they listen to. Transit advertising offers total market influence for your business at a lower cost than traditional media in Crawford County.

DESCRIPTION

SINGLE WINDOW AD
26" x 30"

MONTHLY AD RATE

\$50
PER WINDOW

ONE-TIME AD PRODUCTION

\$100
EACH WINDOW

How many panels does your advertisement need?
One? Three? Up to six panels available.

RESERVE TODAY!

*Prices reflect print-ready artwork only.
Professional design rates vary.*

FULL WINDOW COVERAGE AVAILABLE BY REQUEST



CCTA *advertising – moving ahead.*

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