

**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 MORE OF THESE EYE-CATCHING SIZES**

**Think Shelter Think Bench**

**\$250**  
per month  
Production: \$670

**Shelters**  
**\$100-\$125**  
Production: \$100  
Custom ad sizes by request.

**\$250**  
per month  
Production: \$680

**Benches**  
**\$50-\$75**  
Production: \$100

**\$225**  
per month  
Production: \$595

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

**\$200**  
per month  
Production: \$450

**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**







# 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
	<b>SIDE PANEL AD</b> 184" x 25"	\$200	\$450
	<b>SIDE PANEL AD</b> 184" x 36"	\$225	\$595
	<b>1/2 WRAP</b> 184" x 42"	\$250	\$670
	<b>INTERIOR POSTERS</b> 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
	<b>SIDE PANEL AD</b> 184" x 25"	\$200	\$450
	<b>SIDE PANEL AD</b> 184" x 36"	\$225	\$595
	<b>1/2 WRAP</b> 184" x 42"	\$250	\$670
	<b>INTERIOR POSTERS</b> 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
	<b>PANEL AD</b> 119.5" x 31.375"	\$150	\$685
	<b>PANEL AD</b> 129" x 31.375"	\$150	\$730
	<b>BACK PANEL AD</b> 58" x 20.5"	\$100	\$175
	<b>INTERIOR POSTERS</b> 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**



## LAKE 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 Lake County.

	DESCRIPTION	MONTHLY AD RATE	AD PRODUCTION
	<b>SINGLE WINDOW AD</b> 26" x 30"	\$50	\$75
	<b>PANEL AD</b> 129" x 31.375"	\$150	\$730
	<b>BUS BACK AD</b> 17" x 20"	\$25	\$25
	<b>INTERIOR POSTERS</b> 17" x 11"	\$10	\$25

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

**FULL WINDOW COVERAGE AVAILABLE BY REQUEST**



**Yates Dial-a-Ride** *advertising – moving ahead.*

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# 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



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

**RESERVE TODAY!**

### **SINGLE WINDOW AD**

26" x 30"

#### MONTHLY AD RATE

**\$50**  
PER WINDOW

#### ONE-TIME AD PRODUCTION

**\$75**  
EACH WINDOW

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

**FULL WINDOW COVERAGE AVAILABLE BY REQUEST**



**CCTA** *advertising – moving ahead.*

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