

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!



AD RATE

3 mos.	6 mos.	12 mos.
\$450	\$400	\$350

PRODUCTION COST

\$1080 - \$1685 based on ad size per side.

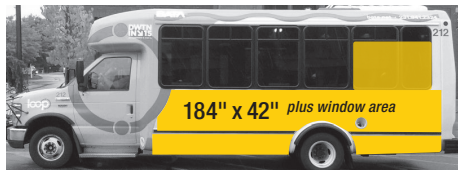
OR CHOOSE ONE ^{OR MORE} OF THESE EYE-CATCHING SIZES

Not responsible for any distracted driving related to your outstanding bus ad!

\$250

per month

Production:
\$955 each



\$250

per month

Production:
\$575 each



\$200

per month

Production:
\$425 each



\$225

per month

Production:
\$525 each



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

FULL BUS WRAPS AVAILABLE BY REQUEST

Wayne Stevens | 231.933.5542 | stevensw@bata.net

DELIVER MORE CURB APPEAL!



123" x 36"
SIDE PANEL
\$200

per month
Production cost: \$390 each ad

Small panel ad – 54" x 25"

\$100

per month

Production:
\$75 each



Think Shelter Think Bench

Shelter

\$50-125

per month



Ad sizes
and
production
cost upon
request.

Benches

\$50-125

per month



Available ad sizes and
production cost upon request.

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

RESERVE YOURS TODAY




231.933.5542 | stevensw@bata.net

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
	DRIVER SIDE PANEL AD 119.5" x 31.375"	\$150	\$685 Each
	PANEL AD 129" x 31.375"	\$150	\$730 Each
	BACK PANEL AD 58" x 20.5"	\$100	\$175 Each

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

FULL WINDOW COVERAGE AVAILABLE BY REQUEST




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"	\$150	\$425
	SIDE PANEL AD 184" x 36"	\$175	\$525
	BUS WRAP 184" x 42" plus window	\$200	\$955

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

FULL BUS WRAPS 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	MONTHLY AD RATE	AD PRODUCTION
	DRIVER SIDE PANEL AD 119.5" x 31.375"	\$150	\$685 Each
	PANEL AD 129" x 31.375"	\$150	\$730 Each

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

FULL WINDOW COVERAGE AVAILABLE BY REQUEST



CCTA *advertising – moving ahead.*

231.933.5542 | stevensw@bata.net








TRANSIT *advertising*

AFFORDABLE ADVERTISING MADE EASY

KALKASKA'S FIRST 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 Kalkaska County.



	DESCRIPTION	MONTHLY AD RATE	AD PRODUCTION
	SIDE PANEL AD 184" x 25"	\$150	\$425
	SIDE PANEL AD 184" x 36"	\$175	\$525
	BUS WRAP 184" x 42" plus window	\$200	\$955

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

FULL BUS WRAPS AVAILABLE BY REQUEST



KAT *advertising – moving ahead.*

231.933.5542 | stevensw@bata.net

