

# BATA·advertising

## MOVING BILLBOARDS

ARE SEEN BY THOUSANDS EVERYDAY





### TRANSIT ADVERTISING IS A SMART CHOICE TO COMPLIMENT ANY MARKETING PLAN.




You will reach all demographics with unbeatable frequency. It can't be turned off or ignored. Find customers no matter what radio station they are listening to. Transit advertising offers total market influence for your business at a lower cost than traditional media in Grand Traverse and Leelanau Counties.

# AFFORDABLE ADVERTISING MADE EASY

## ADVERTISING OPTIONS & RATES

	DESCRIPTION	MONTHLY AD RATE	AD PRODUCTION
	<b>SIDE PANEL AD - 25" x 88"</b>	\$175	\$250
	<b>SINGLE SIDED BUS WRAP</b> <i>Up to 20% window coverage.*</i> <i>Overall size can vary.</i>	\$250	\$1000*


A single side bus wrap is our largest format available. Sizes vary depending on bus. \*Artwork that runs over the allowable 20% window coverage is subject to additional production cost. Artwork cannot surpass 60% of window area.

	DESCRIPTION	MONTHLY AD RATE	AD PRODUCTION
	<b>TAIL LIGHT - 25" x 70"</b>	\$175	\$250
	<b>INTERIOR POSTERS</b> <b>11" x 17"</b>	\$10	\$15
	<b>SHELTER POSTERS</b> <b>Custom Sizing</b>	\$150	Ask for Quote

Discounts for non-profit organizations are available. Call for details.

## BAYLINE PRIME TIME

The Bayline is the premiere showcase for your rolling billboard. The Bayline is a fare-free high frequency East/West route through Traverse City's busy neighborhoods, local destinations and beautiful downtown Traverse City. Your message will be seen more often by more people in a shorter amount of time.

	BAYLINE	MONTHLY AD RATE	AD PRODUCTION
	<b>SINGLE SIDED BUS WRAP</b> <i>Up to 20% window coverage.*</i> <i>Overall size can vary.</i>	\$500	\$1000*

\*Artwork that runs over the allowable 20% window coverage is subject to additional production cost. Artwork cannot surpass 60% of window area.

## RESERVE YOUR SPACE TODAY!

**BATA** advertising - moving ahead.

231-933-5542 – advertising@bata.net – bata.net/advertise