



## RATE CARD

Primary Coverage Dane County

MSA Affiliation: Madison, WI

Avg Monthly Ridership: 993,860

DMA Affiliation Madison, WI

## TRANSIT ADVERTISING - 2008

Product Description - Wraps	Units	6-12 periods	Annual
Full Wrap	1	\$3,400	\$3,200
Partial Wrap	1	\$1,700	\$1,500
Half Wrap	1	\$1,500	\$1,300
King Kong	1	\$1,200	\$1,000
Full Back	1	\$800	\$700

Product Description	Units	1-3 periods	4-11 periods	12-13 periods
Kong	1	\$600	\$540	\$490
(various size)	5	\$3,000	\$2,700	\$2,450
streetside only	10	\$6,000	\$5,400	\$4,900
	15	\$9,000	\$8,100	\$7,350

Product Description	GRP	Units	1-3 periods	4-11 periods	12-13 periods
King		1	\$400	\$360	\$325
(30" x 144")	#25	10	\$4,000	\$3,600	\$3,250
curbside and streetside	#50	20	\$8,000	\$7,200	\$6,500
	#75	30	\$12,000	\$10,800	\$9,750
	#100	40	\$16,000	\$14,400	\$13,000

Product Description	GRP	Units	1-3 periods	4-11 periods	12-13 periods
Tail		1	\$300	\$260	\$225
(21" x 72")	#25	10	\$3,000	\$2,600	\$2,250
	#50	20	\$6,000	\$5,200	\$4,500
	#75	30	\$9,000	\$7,800	\$6,750
	#100	40	\$12,000	\$10,400	\$9,000

Product Description	Units	3-13 periods
Interiors	50	\$900
(11" x 28")		

Rates are quoted space only. All rates are net and subject to change based upon occupancy levels and availability.

Rates valid 2-weeks from quote. A period equals 4-weeks.

Space rate only. Production quoted separately.