



Bench



Shelter

# Transit Advertising

## SHELTERS

		1 Month (cost per month)	6 Month (cost per month)	1 Year (cost per month)
*48K Daily impressions	4 Shelters	\$1,200	\$1,100	\$980
*120K Daily impressions	10 Shelters	\$2,700	\$2,500	\$2,350
*240K Daily impressions	20 Shelters	\$4,400	\$4,000	\$3,700

## BENCHES

		1 Month (cost per month)	6 Month (cost per month)	1 Year (cost per month)
*50K Daily impressions	6 Benches	\$840	\$780	\$660
*130K Daily impressions	15 Benches	\$1,950	\$1,800	\$1,500
*215K Daily impressions	25 Benches	\$2,750	\$2,500	\$2,000

Production cost: **Bus Benches** \$50 each  
**Shelters** \$100 each

\*\*Daily impressions are measured by the average daily traffic counts at each bench or shelter location. Traffic counts are based on data compiled by the City of Grand Junction Traffic Department.

## 2010 Rates - Grand Junction



**Shipping Address:** 2475 Commerce Blvd, Grand Junction, CO 81505  
**Mailing Address:** P.O. Box 2906, Grand Junction, CO 81502  
**E-Mail Address:** cwoa@cwoainc.com  
**Telephone:** 970-242-5248 **FAX:** 970-242-8171

# Billboards 12' x 24'

## Rotary Package

- Rotation every 30 days.
- 12 month contract
- Average GRP\* = 14,000 DAILY
- Cost = \$925 per month

## Single Panels

- Space available basis
- Cost = \$1250 per month, per billboard

## Production Costs

- \$575 Per vinyl poster



## Tri-Vision 10.5' x 21.5'

- \$1,000 per month

## Production Costs

- \$575 Per vinyl poster



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# 12' x 24' Billboard Poster Showings

Showing Size	Billboards in Showings	Market Exposure GRP*	Ad Space Cost per Month
25	4	Will reach 30,000 per day or 25% of the population	\$3,300
50	6	Will reach 60,000 per day or 50% of the population	\$4,650
75	8	Will reach 90,000 per day or 75% of the population	\$5,800
100	10	Will reach 120,000 per day or 100% of the population	\$6,750

## Bulletins (Ranging in sizes 12' x 40' to 12' x 48')

- \$2,500 per month

## Production Costs

- \$800 Per vinyl poster

\* Annual contracts receive 10% discount \* On showings of 25 or more

In the event of cancellation, a short rate will apply for the unearned discount.

**\*GRPs** Gross Rating Points; also known as weight. The sum of ratings delivered by all media vehicles in an advertising cycle. One GRP means that an ad reached 1% of the target audience. GRPs are synonymous with a showing.

**\*\* A showing** is equal to that percentage of the population reached DAILY. A 50 Showing reaches 50% of the population DAILY.



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Nov 2009

## Recession 101:

Bill Gates started Microsoft  
in a recession.

## Single Benches

- Production = \$150 /poster
- Monthly Space Cost = \$200 per



## Single Shelters

- Production = \$150 /poster
- Monthly Space Cost = \$350 per month

## See what customers say about transit advertising...

Dear Tim:

I see the bus benches and curbside billboards everywhere and my customers said they see them also. In the fast-food business we know that Outdoor Advertising is the best medium for impulse buying. The benches and curbside billboards are on all the traffic arteries headed toward my restaurants.

Thanks again,  
Jim Cagle  
Smashburger Restaurants



Dear Tim,

I have used both billboard and transit advertising for the past two years. People are always telling me, "I see you everywhere". For instant name and face recognition, Grand Junction outdoor ads are awesome!

Jim Brunswick  
REMAX Two Rivers



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