

***INTERURBAN***  
**TRANSIT AUTHORITY**  
 SAUGATUCK - DOUGLAS - SAUGATUCK TOWNSHIP  
 100 E Wiley Rd, P.O. Box 649, Douglas, MI 49406

**INTERURBAN MOBILE MARKETING**

Put your business in motion with advertising displayed throughout the Saugatuck, Douglas, Fennville, and surrounding service areas.

| <b><u>Ad Placement</u></b>     | <b><u>Monthly Rate</u></b> | <b><u>6-Month Rate</u></b> | <b><u>12-Month Rate</u></b> |
|--------------------------------|----------------------------|----------------------------|-----------------------------|
| Small Window Ad                | \$100/month                | \$550                      | \$1,000                     |
| Standard Window Ad             | \$150/month                | \$825                      | \$1,500                     |
| Large Window Ad                | \$200/month                | \$1,100                    | \$2,000                     |
| Premium/High-Visibility Window | \$250/month                | \$1,375                    | \$2,500                     |

**FULL BUS MARKETING OPTIONS**

| <b><u>Ad Placement</u></b> | <b><u>Monthly Rate</u></b> | <b><u>6-Month Rate</u></b> | <b><u>12-Month Rate</u></b> |
|----------------------------|----------------------------|----------------------------|-----------------------------|
| Rear Bus Ad                | \$300/month                | \$1,650                    | \$3,000                     |
| Full Side Panel Ad         | \$400/month                | \$2,200                    | \$4,000                     |
| Partial Bus Wrap           | \$600/month                | \$3,300                    | \$6,000                     |
| Full Bus Wrap              | Custom Quote               | Custom Quote               | Custom Quote                |

**ADDITIONAL OPTIONS**

| <b><u>Service</u></b>            | <b><u>Price</u></b>                           |
|----------------------------------|-----------------------------------------------|
| Graphic design assistance        | Starting at \$50                              |
| Printing and installation        | Quoted separately based on size and placement |
| Seasonal or event advertising    | Custom quote available                        |
| Multiple-bus advertising package | Discount available                            |

**CONTRACT TERMS**

- A 3-month minimum is required for all mobile marketing placements.
- Advertising space is subject to availability.
- Printing, design, and installation costs are separate unless otherwise stated in the agreement.
- Advertisements must be approved by the ITA before production and installation.
- Rates may vary based on ad size, placement, vehicle type, and availability.