

# 2011

## Exterior Transit Ad Rates






Rates effective January 1, 2011

### DIESEL FLEET

(Rates are per space, per month)

**Location      Contract Length      Rate (rates are per space, per month)**




Nova <b>King</b> 15" x 166"	1-5 months	\$ 230	
	6-11 months	\$ 202	
	12 months	\$ 173	
Nova <b>Queen</b> 15" x 130"	1-5 months	\$ 173	
	6-11 months	\$ 144	
	12 months	\$ 115	
Nova <b>Tail</b> 22" x 58"	1-5 months	\$ 230	
	6-11 months	\$ 202	
	12 months	\$ 173	

40 Foot <b>King</b> 30" x 144"	1-5 months	\$ 259	
	6-11 months	\$ 230	
	12 months	\$ 202	
40 Foot <b>Queen</b> 30" x 88"	1-5 months	\$ 202	
	6-11 months	\$ 173	
	12 months	\$ 144	
40 Foot <b>Tail</b> 22" x 58"	1-5 months	\$ 230	
	6-11 months	\$ 202	
	12 months	\$ 173	


# DIESEL FLEET, continued.

(Rates are per space, per month)

**Location      Contract Length      Rate (rates are per space, per month)**

30 Foot <b>King</b> 30" x 100"	1-5 months	\$ 230	
	6-11 months	\$ 202	
	12 months	\$ 173	
30 Foot <b>Queen</b> 18" x 70"	1-5 months	\$ 173	
	6-11 months	\$ 144	
	12 months	\$ 115	
30 Foot <b>Tail</b> 22" x 58"	1-5 months	\$ 230	
	6-11 months	\$ 202	
	12 months	\$ 173	

**Location      Contract Length      Rate (rates are for full fleet, per month)**

Interior	11" x 17"	\$ 345	
	11" x 28"	\$ 483	
Please print a minimum of <b>85</b> cards. Rate is for one card per bus.			

**Contact the MTD Marketing Department for more information  
(805) 963-3364 / 550 Olive Street, Santa Barbara, CA 93101**