

Pocatello Regional Transit

Advertising Information and Rates

Effective October 2022

208.232.5054 / prt@pocatello.gov / www.pocatellotransit.com

Ads that “move”



About Pocatello Regional Transit (PRT) and “ads that move”...

PRT provides public transit fixed route and door-to-door services. We serve communities throughout Southeast Idaho including Bannock County, Bear Lake County, Bingham County, Caribou County, Franklin County, Oneida County, and Power County.

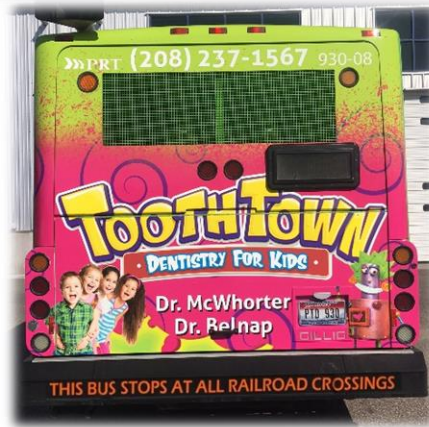
Our buses collectively travel nearly 600,000 miles performing about 250,000 passenger trips annually. We cover a lot of ground so if you're looking for great exposure at a reasonable price, we've got what you're looking for.

PRT is a recipient of Federal Transit Administration (FTA) grants which requires local matching funds. These funds come from contributions, donations, and other revenue sources like bus advertising. So, when you advertise with PRT, you become a team player in increasing mobility for individuals and communities.



LARGE BUS – WRAPS

<p>FULL / 6 Month Minimum <i>*Full or partial wrap(s) on entire bus</i></p>	<p>\$650/month</p>
<p>HALF / 6 Month Minimum <i>*Full or partial wrap(s) on two (2) sides of bus</i></p>	<p>\$550/month</p>
<p>QUARTER / 6 Month Minimum <i>*Full or partial wrap(s) on one (1) side or rear of bus</i></p>	<p>\$300/month</p>



SMALL BUS - WRAPS

<p>FULL / 6 Month Minimum <i>*Full or partial wrap(s) on entire bus</i></p>	<p>\$350/month</p>
<p>HALF / 6 Month Minimum <i>*Full or partial wrap(s) on two (2) sides of bus</i></p>	<p>\$250/month</p>
<p>QUARTER / 6 Month Minimum <i>*Full or partial wrap(s) on one (1) side or rear of bus</i></p>	<p>\$150/month</p>



SIGN-SIZE WRAPS

1 to 3 Months	\$120/month
4 to 6 Months	\$110/month
7 or more Months	\$100/month
*DIMENSIONS MAY NOT EXCEED 20" x 80"	



LARGE BUS - INTERIOR SIGNS

1 to 3 Months	\$25/month
4 to 6 Months	\$20/month
7 or More Months	\$15/month
*DIMENSIONS MAY NOT EXCEED 11" x 30"	



A few details about “ads that move”...

*All rates are on a space available basis.

*Materials must be waterproof and wear resistant.

*No charge for approved public service announcement interior signage.

*Content should be appropriate/neutral for all audiences and is subject to approval.

*Contracting party is responsible for design, production, installation, and removal of wraps.

*The Director of Pocatello Regional Transit shall be authorized to offer special discounts and rates to promote the City of Pocatello and the various City departments and services provided, as the need arises.

*For more information:

Phone: 208.232.5054

Email: prrt@pocatello.gov

Web: www.pocatellotransit.com

The following vendors have contacted PRT with an interest to provide service. (PRT policy prevents us from making any recommendation)

- Bengal Works
208.242.3831
www.bengalworks.com
- Blaze Sign & Graphic Design
208.232.7739
www.blazesign.com
- Elliott's Color Box Media, LLC
208.530.8846
www.elliottscolorbox.com
- IC Group
801.236.8100
www.ic-group.net
- SignUp Signs and Graphics
208.232.2938
www.gotsigns.net
- Stuart's Media Group
208.234.1565
www.stuartsmmedia.com
- Style Graphic Arts
208.760.941
www.stylegraphicarts.com