



Advertising Information and Rates

Effective October 2024

208.232.5054
prt@pocatello.gov
pocatellotransit.com

Advertising with Pocatello Regional Transit (PRT)

Our buses serve as 'rolling billboards' traveling in and around densely populated areas, leaving a lasting impression on pedestrians, motorists, and passengers. Interior and eye-level bus exterior ads provide maximum exposure for your ad.

PRT provides public transportation throughout Southeast Idaho including Bannock County, Bear Lake County, Bingham County, Caribou County, Franklin County, Oneida County, and Power County. Our buses collectively travel about 600,000 miles performing nearly 250,000 passenger trips annually. We cover a lot of ground and move a lot of people so if you're looking for great ad exposure at an affordable price, we've got you covered.

Additionally, 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 support community initiatives, connections, and programs.



LARGE BUS - WRAPS

FULL / 6 Month Minimum

**Full or partial wrap(s) on entire bus*

\$650/month

HALF / 6 Month Minimum

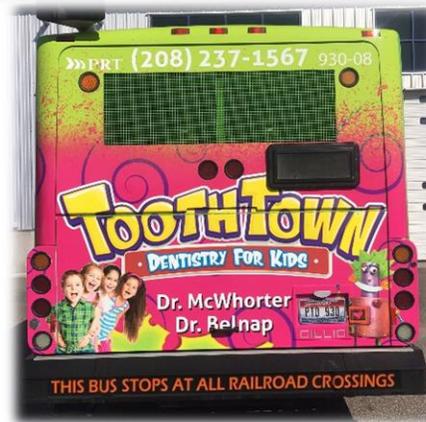
**Full or partial wrap(s) on two (2) sides of bus*

\$550/month

QUARTER / 6 Month Minimum

**Full or partial wrap(s) on one (1) side or rear of bus*

\$300/month



SMALL BUS - WRAPS

FULL / 6 Month Minimum

**Full or partial wrap(s) on entire bus*

\$350/month

HALF / 6 Month Minimum

**Full or partial wrap(s) on two (2) sides of bus*

\$250/month

QUARTER / 6 Month Minimum

**Full or partial wrap(s) on one (1) side or rear of bus*

\$150/month



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"



Things to know...

- 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 and 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 is authorized to offer special discounts and rates to promote the City of Pocatello and services provided.

Contact information:	Phone	208.232.5054
	Email	prt@pocatello.gov
	Website	pocatellotransit.com

The following vendors have contacted PRT with an interest to provide service

Bengal Works
208.242.3831
bengalworks.com

Houck Transit Advertising
800.777.7290
houckads.com

Blaze Sign & Graphic Design
208.232.7739

SignUp Signs and Graphics
208.232.2938
gotsigns.net

Elliott's Color Box Media, LLC
208.530.8846
elliottscolorbox.com