

ADVERTISE ON THE JULE

Take your show on the road



The Jule

WHY TRANSIT?

With over 60,000 views per day, bus ads literally take your show on the road!

Contact:

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HIGH REACH

Bus advertising offers exposure to commuters, drivers, and pedestrians, and The Jule offers over 60,000 views per day.

HIGH FREQUENCY

Jule buses circulate the busiest areas of Dubuque. Most fixed routes run on a one hour loop up to 12 hours per day.

EXTENSIVE COVERAGE

The Jule's bus advertising program provides coverage throughout the entire city. All buses are rotated along different routes, so an advertiser is not limited to one area of the community.

ADVERTISING OPTIONS

FOUR VEHICLE SIZES WITH SIDE AND REAR OPTIONS

Exterior ad space options and pricing are listed on page 2.



ORIGINAL LIGHT DUTY



MEDIUM/HEAVY DUTY

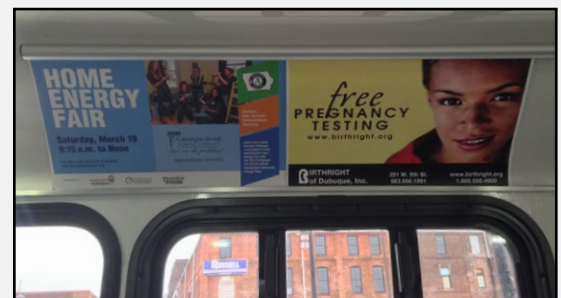


HEAVY DUTY

INTERIOR AD SPACE

The Jule has interior ad space in all fixed-route buses. Posters must be 11" x 17" landscape or 8.5" x 11" portrait. The advertiser is responsible for the design and printing of all posters. Contracts include posters in all 16 vehicles.

Pricing options are listed on page 2.



Exterior Advertising Rates

LIGHT DUTY BUS (MINI-BUS) - ORIGINAL

Ad placement	6 Month Total Cost	12 Month Total Cost
Full Driver Side - with windows	\$3,860	\$4,940
Driver Side Bottom Panel - no windows	\$2,650	\$3,370
Full Passenger Side - with windows	\$3,415	\$4,375
Passenger Side Bottom Panel - no windows	\$2,465	\$3,125
Rear Side	\$3,885	\$5,325
Driver & Passenger sides - full	\$6,795	\$8,475

LIGHT DUTY BUS (MINI-BUS) - NEW STYLE

Ad placement	6 Month Total Cost	12 Month Total Cost
Full Driver Side - with windows	\$3,810	\$4,890
Driver Side Bottom Panel - no windows	\$2,550	\$3,270
Full Passenger Side - with windows	\$3,315	\$4,275
Passenger Side Bottom Panel - no windows	\$2,365	\$3,025
Rear Side	\$3,885	\$5,325
Driver & Passenger sides - full	\$6,645	\$8,325

ORIGINAL HEAVY DUTY (FIXED ROUTE)

Ad placement	6 Month Total Cost	12 Month Total Cost
Full Driver Side - with windows	\$4,575	\$5,775
Full Passenger Side - with windows	\$4,355	\$5,555
Driver & Passenger sides - full	\$8,330	\$10,250

NEW MEDIUM/HEAVY DUTY (FIXED ROUTE)

Ad placement	6 Month Total Cost	12 Month Total Cost
Full Driver Side - with windows	\$4,675	\$5,875
Driver Side Bottom Panel - no windows	\$2,885	\$3,785
Full Passenger Side - with windows	\$4,555	\$5,755
Passenger Side Bottom Panel - no windows	\$2,875	\$3,715
Driver & Passenger sides - full	\$8,630	\$10,550

Interior Advertising Rates

Contract Length	1 Month	6 Months	12 Months
Total Cost	\$100	\$600	\$900

CONTRACT TERMS:

Contracts are generally signed for one or two years, but 6 month terms are available.

NON-PROFIT DISCOUNT:

Non-profit organizations advertise for free on the interior of buses and a 25% discount on exterior advertising, but are not eligible for the multi-bus discount.

DESIGN & PRODUCTIONS:

Design templates (Adobe Illustrator and Photoshop) are available for download from the Jule's website. The customer is responsible for ad design. Production of the ad is completed locally by McCullough Creative, Inc.



ORIGINAL LIGHT DUTY



ORIGINAL LIGHT DUTY



NEW STYLE LIGHT DUTY



NEW LIGHT DUTY



ORIGINAL HEAVY DUTY



NEW MEDIUM/HEAVY DUTY

Ask about our multi-bus discount!

Visit us today!
www.juletransit.com