

ADVERTISE ON **THE JULE**

Take your show on the road



The Jule

WHY TRANSIT?

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

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.



LIGHT DUTY



MEDIUM/HEAVY DUTY

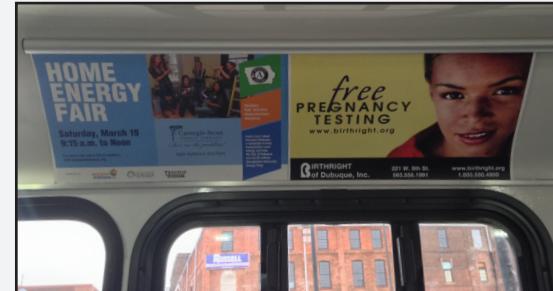


HEAVY DUTY

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. Advertiser 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)

Ad placement	6 Month Total Cost	12 Month Total Cost
Full Driver Side - with windows	\$4,010	\$5,090
Driver Side Bottom Panel - no windows	\$2,750	\$3,470
Full Passenger Side - with windows	\$3,515	\$4,475
Passenger Side Bottom Panel - no windows	\$2,565	\$3,225
Rear Side	\$4,085	\$5,525
Driver & Passenger sides - full	\$6,895	\$8,525



LIGHT DUTY



HEAVY DUTY (FIXED ROUTE)

Ad placement	6 Month Total Cost	12 Month Total Cost
Full Driver Side - with windows	\$4,775	\$5,975
Full Passenger Side - with windows	\$4,555	\$5,755
Driver & Passenger sides - full	\$8,530	\$10,450



HEAVY DUTY (FIXED ROUTE)

MEDIUM/HEAVY DUTY (FIXED ROUTE)

Ad placement	6 Month Total Cost	12 Month Total Cost
Full Driver Side - with windows	\$4,875	\$6,075
Driver Side Bottom Panel - no windows	\$3,085	\$3,985
Full Passenger Side - with windows	\$4,755	\$5,955
Passenger Side Bottom Panel - no windows	\$3,075	\$3,915
Driver & Passenger sides - full	\$8,830	\$10,750



MEDIUM/HEAVY DUTY (FIXED ROUTE)

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 receive 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 by McCullough Creative, Inc.

Ask
about our
multi-bus
discount!