



**Transit Agencies: Santa Monica's Big Blue Bus and Culver CityBus
Markets: Santa Monica/Culver City/Greater LA's Westside**

2018 RATE CARD

(Rates subject to change without notice)

Unit type	Dimensions	Per unit, per four week showing (4 to 25 weeks)	Gross Impressions per unit per four week showing
Bus King	30" H x 144" W	\$ 1,100	128,275
Jumbo Queen	30" H x 88" W	\$ 700	85,525
Taillight Displays	21" H x 70" W	\$ 275	91,725
Bike Rack	17 1/4" H x 31 3/4" W	\$ 200	

How to buy?									
Showing Level	#25	#50	#75	#100	#125	#150	#175	#200	#225
Unit Buy	40	80	120	160	200	240	280	320	360

NOTES

- Rates are shown in NET, and include installation fees (\$65.00/bus for mid-flight art changes).
- Rate shown at a minimum 4-week buy; we will pro-rate for extended showing.
- Twenty (20) unit minimum purchase; special showing only available after whole showing levels are sold out.
- Clients must manufacture ads at their own expense and arrange for delivery to our installer.
- All clients must have a Master Sales Agreement signed, executed and on file with City of Santa Monica prior to installation.
- Cancellation: Within 60 days of posting.
- Contact Teri Plummer at teri.plummer@smgov.net or call 310-458-1975 ext. 5854 for more information.