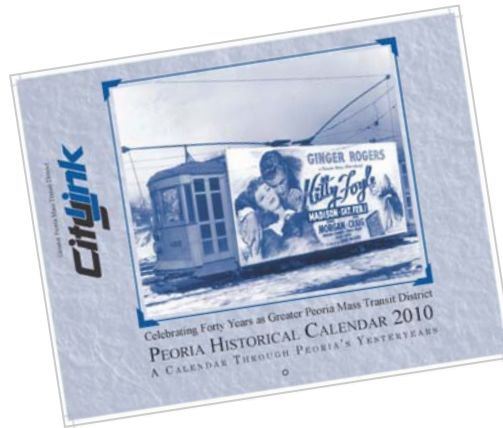


### Print Ads in Rider's Guide

These ads are on the inside of the Rider's Guides which are published quarterly. A minimum of 40,000 are printed each year.

Ad copy may be changed at each printing.

- Full-color page Ad inside      \$ 500.00 per year
- Full-page black & white ad      \$ 750.00 per year
- 1/2 page black & white ad      \$ 450.00 per year
- 1/4 page black & white ad      \$ 115.00 per year
- Advertisers may also place a dot directly on route page indicating the location of business      \$75.00
- Additional business locations      \$50.00 per dot



Annually CityLink designs and publishes the ever-popular

### Peoria Historical Calendar.

This one-time per-month per-year sponsorship is \$725.00.

The current advertisers have the first right of refusal. After that time the space is available to the next advertiser on the waiting list.

### Website Advertising

Rates ranging from \$350.00—\$500.00 per-ad per-month.

Call 309-679-8138 for details.

Rates effective 3-30-2010

Greater Peoria Mass Transit District

Connecting People to Places... Cities to Cities



Advertising Rates

Multiple Advertising Opportunities



### Facts about CityLink Advertising

- CityLink has low-cost moving billboards, which cover eight communities:
  1. Peoria
  2. East Peoria
  3. Peoria Heights
  4. West Peoria
  5. Sunnyland
  6. Pekin
  7. Creve Coeur
  8. Bartonville
- Each day buses are rotated on one of 23 routes enabling more people to see the ads.
- CityLink buses travel daily using 58 vehicles over 7,000 miles in a 74 plus square miles area.
- More than three million rides are provided each year.
- This advertising catches the consumer on the road and can affect actual calls with unrivaled traveling power.

Telephone: 309-676-4040  
Website: [www.ridecitylink.org](http://www.ridecitylink.org)

# A-D-V-E-R-T-I-S-I-N-G T-H-A-T M-O-V-E-S



The king-sized sign is the most requested size of sign. It is 12 feet long. The sign makes a bold statement and is visible from a distance.



The full-bus advertising dominates the road wherever it travels. The business organization does not have to share the space.

## Who to Contact

For more information or to reserve advertising space contact:

Alice Nobles Arn

Director of

Sales and Marketing

2105 N.E. Jefferson

Peoria, IL 61603

Direct phone line: (309)679-8138

Fax line: (309)676-8373

Email: [aarn@ridacitylink.org](mailto:aarn@ridacitylink.org)

Website: [www.ridacitylink.org](http://www.ridacitylink.org)

king-sized exterior sign 30" h x 144" w driver's side of bus	\$170.00* per sign per month	Interior signage 11" h x 28" w. (20 signs minimum)	\$6.50 * per sign per month
junior-king exterior sign 30" h x 96" w driver's side of bus	\$150.00* per sign per month	<b>All Signage</b>	
queen - sized exterior sign 30" h x 96" w passenger's side of bus	\$150.00* per sign per month	<ul style="list-style-type: none"> <li>• Non-profit groups receive a 15% discount on rental fees.**</li> <li>• There is no discount for advertising agencies.</li> <li>• There is a 10% discount if more than 10 signs are purchased at one time.**</li> <li>• There is a 10% discount if more that 12 months space rental is purchased at one time.**</li> <li>• *Rates do not include production charges.</li> <li>• All contracts are subject to availability and approval by CityLink.</li> </ul>	
large tail exterior sign 21" h x 72" w rear of bus	\$140.00* per sign per month	<b>**Only one type of discount per contract</b>	
curb - size exterior sign 27 3/8" h x 57 3/8 w passenger's side of bus	\$90.00* per sign per month	Advertiser may use any sign company that meets the specifications of CityLink. A list of local sign companies is available upon request or on CityLink's website: <a href="http://www.ridacitylink.org">www.ridacitylink.org</a> Specifications available on request.	
small tails & fronts sizes vary	\$50.00* per sign per month	** Note: Signs must arrive at CityLink in one piece on aluminum, Coroplast (or equivalent) or there will an extra charge for production and installation. Kings will have an additional charge of \$330.00 @. Smaller sizes will have an additional charge ranging from \$110.00 - \$165.00.	
full-vinyl wrap, painted or decals on buses windows cannot be covered***	\$830.00* per bus per month	*** There is a 6 month minimum for bus wraps.	
complete one-side wrap painted or decals on buses windows cannot be covered***	\$475.00* per bus per month	Call Sales and Marketing Director with any questions 309-679-8138.	