

SHELTERS

BENCH PROGRAMS

TRAFFIC COUNT Less than 25,000 a Day

NUMBER OF UNITS	RATE/MONTH (<12 mo.)	RATE/MONTH (12mo.)
1-3	\$175.00	\$150.00
4+	\$150.00	\$125.00

PRODUCTION COST PER SHELTER (2 Panels)

1-3	\$220.00
4+	\$200.00

SHELTER SIZE 48" X 69"

TRAFFIC COUNT 35,000+ a Day 72" x 24"

NUMBER OF UNITS	RATE/MONTH (<12 mo.)	RATE/MONTH (12 mo.)
1-4	\$140.00	\$130.00
5-9	\$130.00	\$120.00

TRAFFIC COUNT 25,000 - 34,999 a Day 72" x 24"

NUMBER OF UNITS	RATE/MONTH (<12 mo.)	RATE/MONTH (12 mo.)
1-4	\$120.00	\$110.00
5-9	\$110.00	\$100.00

TRAFFIC COUNT Less than 25,000 a Day 72" x 24"

NUMBER OF UNITS	RATE/MONTH (<12 mo.)	RATE/MONTH (12 mo.)
1-4	\$95.00	\$85.00
5-9	\$85.00	\$75.00

Ft. Myers Beach Area 56" x 24"

NUMBER OF UNITS	RATE/MONTH (<12 mo.)	RATE/MONTH (12 mo.)
1-4	\$125.00	\$115.00
5-9	\$115.00	\$105.00

PRODUCTION COST PER BENCH

POLYSTYRENE	\$150.00
ACRYLIC	\$200.00

Rates Effective 2/15/10

* According to Lee County Administrative Code AC-1-19 -

** Dimensions may vary based on size and model of bus. Bus size depends on availability for requested route.

*** Two dimensions representing two bus sizes; 35' and 29'



Your Ride Is Here

TRANSIT ADVERTISING
The best advertising value in Lee County.



RATES - Rates are monthly cost per unit and are net to LeeTran. All ad content must be approved by LeeTran*. All rates subject to change with 30 days notice.

BUS PROGRAMS

Full Wrap One Year Minimum

ROUTE	RATE/MONTH
Route 140 (US 41)	\$3000.00
All other routes	\$2000.00
PRODUCTION COST	\$6900.00

Full Wrap (No Windows) One Year Minimum

ROUTE	RATE/MONTH
Route 140 (US 41)	\$2000.00
All other routes	\$1250.00
PRODUCTION COST	\$4900.00

Super King (Street Side) Wheel to Wheel

NUMBER OF UNITS	RATE/MONTH (<12 mos.)	RATE/MONTH (12 mos.)
1-3	\$800.00	\$750.00
4+	\$750.00	\$700.00

PRODUCTION COST PER PANEL

1-3	\$1,800.00
4+	\$1,700.00

King (Street Side) 144" x 30" or 107" x 30"***

NUMBER OF UNITS	RATE/Month (<12 mos.)	RATE/Month (12 mos.)
1-3	\$325.00	\$300.00
4+	\$300.00	\$275.00

PRODUCTION COST PER PANEL

1-3	\$125.00
4+	\$115.00

Queen (Curb Side) 88" x 30" or 72" x 30" ***

NUMBER OF UNITS	RATE/Month (<12 mos.)	RATE/Month (12 mos.)
1-3	\$275.00	\$250.00
4+	\$250.00	\$225.00

PRODUCTION COST PER PANEL

1-3	\$105.00
4+	\$95.00



High Impact Tail 101" X 82.5" **

NUMBER OF UNITS	RATE/Month (<12 mos.)	RATE/Month (12 mos.)
1-3	\$500.00	\$450.00
4+	\$450.00	\$400.00

PRODUCTION COST PER PANEL

1-3	\$950.00
4+	\$850.00

Tail (Back Side) 72" x 19"

NUMBER OF UNITS	RATE/MONTH (<12 mos.)	RATE/MONTH (12 mos.)
1-3	\$275.00	\$250.00
4+	\$250.00	\$225.00

PRODUCTION COST PER PANEL

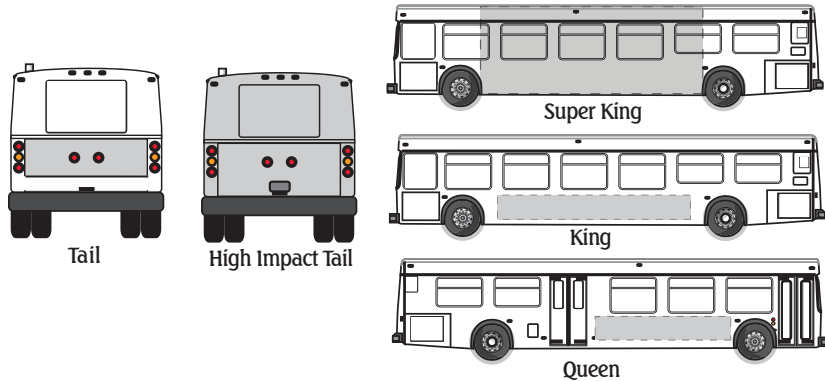
1-3	\$80.00
4+	\$70.00

Interior Cards (Minimum 5 Units) 28" X 11"

NUMBER OF UNITS	RATE/MONTH (<12 mos.)	RATE/MONTH (12 mos.)
5-10	\$25.00	\$20.00
11+	\$20.00	\$17.50

PRODUCTION COST PER PANEL

1-10	\$10.00
11+	\$7.50



TRAFFIC COUNT More than 45,000 a Day

NUMBER OF UNITS	RATE/MONTH (<12 mo.)	RATE/MONTH (12mo.)
1-3	\$325.00	\$300.00
4+	\$300.00	\$275.00

TRAFFIC COUNT 35,001 - 45,000 a Day

NUMBER OF UNITS	RATE/MONTH (<12 mo.)	RATE/MONTH (12mo.)
1-3	\$275.00	\$250.00
4+	\$250.00	\$225.00

TRAFFIC COUNT 25,001 - 35,000 a Day

NUMBER OF UNITS	RATE/MONTH (<12 mo.)	RATE/MONTH (12mo.)
1-3	\$225.00	\$200.00
4+	\$200.00	\$175.00

SHELTER SIZE 48" X 69"

Continued

