

BENCH PROGRAMS

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

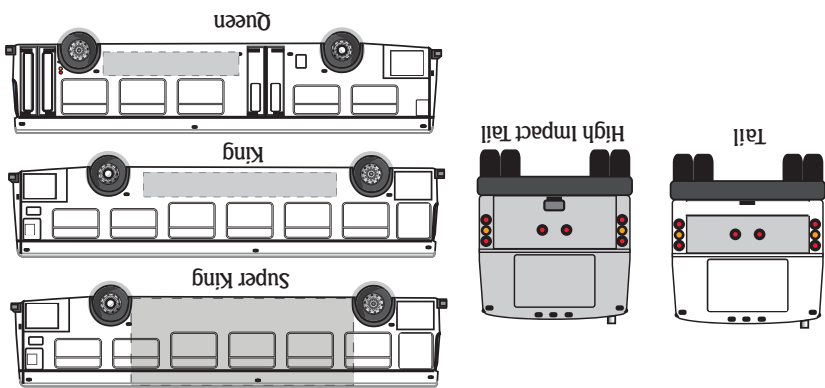




Rates Effective 2/15/10

BUS PROGRAMS

High Impact Tail	101" X 82.5" **	1-3	4+	Production Cost	PER PANEL
NUMBER OF UNITS	RATE/Month (<12 mos.)	\$500.00	\$450.00	\$450.00	\$400.00
1-3		\$500.00	\$450.00		
4+		\$850.00	\$950.00		
1-3		\$950.00	\$850.00		
4+		\$80.00	\$70.00		
1-3		\$80.00	\$70.00		
4+		\$70.00	\$80.00		
Interior Cards (Minimum 5 Units) 28" X 11"					
NUMBER OF UNITS	RATE/MONTH (<12 mos.)	\$25.00	\$20.00	\$20.00	\$17.50
5-10		\$25.00	\$20.00		
11+		\$20.00	\$25.00		
11+		\$10.00	\$7.50		
1-10		\$10.00	\$7.50		
11+		\$7.50	\$10.00		



SHELTER PROGRAMS

More than 45,000 a Day	35,001 - 45,000 a Day	25,001 - 35,000 a Day	Less than 25,000 a Day
NUMBER OF UNITS	RATE/MONTH (<12 mo.)	RATE/MONTH (<12 mo.)	RATE/MONTH (<12 mo.)
1-3	\$325.00	\$300.00	\$175.00
4+	\$300.00	\$275.00	\$125.00
1-3	\$300.00	\$275.00	\$150.00
4+	\$275.00	\$250.00	\$150.00
1-3	\$225.00	\$200.00	\$125.00
4+	\$200.00	\$200.00	\$125.00
1-3	\$225.00	\$200.00	\$150.00
4+	\$200.00	\$200.00	\$150.00
1-3	\$225.00	\$200.00	\$200.00
4+	\$200.00	\$200.00	\$200.00
1-3	\$225.00	\$200.00	\$220.00
4+	\$200.00	\$200.00	\$200.00
SHELTER SIZE 48" X 69"			

BENCH PROGRAMS

35,000+ a Day	25,000 - 34,999 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
1-4	\$120.00	\$110.00
5-9	\$110.00	\$100.00

continued....