



**LCPT Bus Advertisement Program**

On January 1, 2020, Lewis County Public Transportation, LCPT, will once again lease space on four County-owned buses. There is a total of 20 advertising opportunities between four buses and they include curb-side, street-side, rear showcase, and interior showcase options (see Appendix).

All costs related to the sign production, installation and taxes are to be paid by the advertiser. Advertisers have the option of using a vendor of their choice; however, in past years the following vendors have been utilized by advertisers:

**RuMar Vinyl Designs**  
315-376-6700  
maridee@rumarvinyl.com

**Production Unlimited**  
315-836-1443  
kjmalone@jeffrehabcenter.org

**Inkwell Graphix**  
315-788-2621  
mail@inkwellgraphix.com

**2020 Lewis County Public Transportation Advertising Rates**

Qty.	Location	Annual Advertising Rate
1	18" x 60" Curb-side or Street-side	\$480.00
2+	18" x 60" Curb-side or Street-side	\$400.00 for each additional sign
1	15" x 50" Curb-side	\$480.00
2+	15" x 50" Curb-side	\$400.00 for additional sign
1	12" x 22" Rear Showcase	\$360.00
1	10" x 20" Rear Showcase	\$360.00
2+	12" x 22" and/or 10" x 20" Rear Showcase	\$300.00 for each additional sign
1	10.25" x 30" Interior Showcase	\$360.00
2+	10.25" x 30" Interior Showcase	\$300.00 for each additional sign

Each curb-side and street-side space is priced at \$480.00 for each sign. If you should choose to advertise on multiple curb and/or street-side spaces, each additional sign is only \$400.00 annually. Signs for these locations should be corrugated plastic.

Each rear showcase and interior showcase space are priced at \$360.00 annually for each sign. If you should choose to advertise on multiple rear showcase or interior showcase spaces, each additional sign is only \$300.00 annually. Signs for rear showcase locations should be vinyl decals. Signs for interior showcase locations should be on poster paper (no more than 1/8" thick).

If you are interested in leasing space on a Lewis County Public Transportation bus, please fill out the Advertising Request Form (see Appendix) and email it to Casandra Buell at [casandrabuell@lewiscounty.ny.gov](mailto:casandrabuell@lewiscounty.ny.gov). For additional information, please contact the Lewis County Planning Department at 315-376-5919.

Sincerely,

Senior Planner, Lewis County Planning Department and Lewis County Public Transportation



**2020 Advertising Request Form**

Advertiser Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Please indicate which spaces you are requesting to advertise on (circle all that apply):

Bus #1:	<del>Curb-side</del> (18" x 60")	<del>Curb-side</del> (15" x 50")	<del>Street-side</del> (18" x 60")	Rear Showcase (12" x 22")	Rear Showcase (10" x 20")
Bus #2:	Curb-side (18" x 60")	Curb-side (15" x 50")	Street-side (18" x 60")	Rear Showcase (12" x 22")	Rear Showcase (10" x 20")
Bus #3:	Curb-side (18" x 60")	Curb-side (15" x 50")	Street-side (18" x 60")	Rear Showcase (12" x 22")	Rear Showcase (10" x 20")
Bus #4:	<del>Interior Showcase</del> (10.25" x 30")	Interior Showcase (10.25" x 30")	Interior Showcase (10.25" x 30")	Interior Showcase (10.25" x 30")	Interior Showcase (10.25" x 30")

Please identify the vendor which will be supplying and, if necessary, installing your signs:

Vendor Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Contact E-Mail: \_\_\_\_\_

Once your request has been confirmed, Casandra Buell will send you validation that your leased space has been reserved along with the total estimated annual cost.

## Appendix: Bus Advertisement Locations



Figure 1. Curb-side Advertising Location



Figure 2. Street-side Advertising Location



Figure 3. Rear Showcase Locations



Figure 4. Interior Showcase Examples