



**LCPT Bus Advertisement Program**

On January 1, 2021, Lewis County Public Transportation, LCPT, will once again lease space on four County-owned buses and one bus stop shelter. There is a total of 22 advertising opportunities available. The bus advertising locations include curb-side, street-side, rear showcase, and interior showcase options (see Appendix). The bus stop shelter has a 4' x 6' advertising box that can accommodate a 44" x 60" poster.

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:

**Coughlin Printing Group**  
315-376-3224  
dylan@coughlin.co

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

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

**2021 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 |
| 1    | 44" x 60" Bus Shelter Advertising Box (DSS) | \$250.00                          |

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).

The bus stop shelter space is price at \$250.00 annually for one sign. We recommend having your advertisement printed on 10 mil HQ proofing paper or Epson ultra photo paper.

If you are interested in leasing space on a Lewis County Public Transportation bus or shelter, 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,

Director, Lewis County Planning Department and Lewis County Public Transportation



### 2021 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><br>(18" x 60")            | <del>Curb-side</del><br>(15" x 50") | Street-side<br>(18" x 60")                     | <del>Rear Showcase</del><br>(12" x 22") | Rear Showcase<br>(10" x 20")        |
| Bus #2:      | Curb-side<br>(18" x 60")                       | <del>Curb-side</del><br>(15" x 50") | Street-side<br>(18" x 60")                     | <del>Rear Showcase</del><br>(12" x 22") | Rear Showcase<br>(10" x 20")        |
| Bus #3:      | <del>Curb-side</del><br>(18" x 60")            | <del>Curb-side</del><br>(15" x 50") | Street-side<br>(18" x 60")                     | <del>Rear Showcase</del><br>(12" x 22") | Rear Showcase<br>(10" x 20")        |
| Bus #4:      | <del>Interior Showcase</del><br>(10.25" x 30") |                                     | <del>Interior Showcase</del><br>(10.25" x 30") |                                         | Interior Showcase<br>(10.25" x 30") |
|              | Interior Showcase<br>(10.25" x 30")            |                                     | Interior Showcase<br>(10.25" x 30")            |                                         | Interior Showcase<br>(10.25" x 30") |
| Bus Shelter: | <del>Advertising Box</del><br>(44" x 60")      |                                     |                                                |                                         |                                     |

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

Figure 5. Bus Stop Shelter Advertising Location

