



LCPT Bus Advertisement Program

On January 1, 2022, 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
kjalone@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	\$600.00
2+	18" x 60" Curb-side or Street-side	\$550.00 for each additional sign
1	15" x 50" Curb-side	\$600.00
2+	15" x 50" Curb-side	\$550.00 for additional sign
1	12" x 22" Rear Showcase	\$450.00
1	10" x 20" Rear Showcase	\$450.00
2+	12" x 22" and/or 10" x 20" Rear Showcase	\$415.00 for each additional sign
1	10.25" x 30" Interior Showcase	\$450.00
2+	10.25" x 30" Interior Showcase	\$415.00 for each additional sign
1	44" x 60" Bus Shelter Advertising Box (DSS)	\$315.00

Each curb-side and street-side space is priced at \$600.00 for each sign. If you should choose to advertise on multiple curb and/or street-side spaces, each additional sign is only \$550.00 annually. Signs for these locations should be corrugated plastic.

Each rear showcase and interior showcase space are priced at \$450.00 annually for each sign. If you should choose to advertise on multiple rear showcase or interior showcase spaces, each additional sign is only \$415.00 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 \$315.00 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. For additional information, please contact the Lewis County Planning Department at 315-376-5919.

Sincerely,

Director of Planning and Community Development



2022 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: 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 #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: Interior Showcase
(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") |
| Bus Shelter: Advertising Box
(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

