

Targhee Regional Public Transportation Authority (T.R.P.T.A)



Amanda Ely
General Manager/
Marketing Director
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535-0356 ext.110
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Dear Marketing Department:

Its official! Targhee Regional Public Transportation Authority (TRPTA) is providing businesses an opportunity to advertise on its buses. You can advertise on our **“Moving Billboards”**. TRPTA’s buses are on the road Monday through Friday from 7:00 am to 5:30 pm traveling local roads and highways transporting customers.

TRPTA is a government entity that offers rides to the general public, students, seniors, and people with disabilities in Idaho Falls, Rexburg, and Driggs areas. TRPTA currently provides service on four fixed routes (red, blue, green and yellow) in Idaho Falls ONLY. A Paratransit service and Demand Response (door-to-door) service are also provided in Idaho Falls and Demand Response service only in Rexburg and Driggs. In 2012, TRPTA provided approximately 65,000 trips in Idaho Falls alone.

Most of TRPTA’s fleet is fairly new with some bike racks and more to come. TRPTA is primarily funded through state and federal grants, some fare box, and Medicaid revenue. The state and federal grants require matching funds. Matching funds can include: contract services, bus wrap revenue, local contributions and donations.

This is why TRPTA is giving businesses the opportunity to advertise on its “moving billboards”. It is a win-win situation for everyone; you get to advertise your business continually while the buses are on the road and TRPTA generates match revenue.

If you are interested in advertising on our “moving billboards”, the following information explains the types, sizes, prices and areas of the bus where advertisements can be installed. TRPTA does not contract with printing companies for the design, installation and removal of ad(s). Cost may vary based on the company you choose to do your ad(s). You also have the option of selecting your own printing company to do the design, installation and removal. However, you will still be responsible for TRPTA’s monthly advertisement fees.

Please call for more information about advertising and our multiple ad discounts at 208-535-0356, ext 101, Monday – Friday 8:00 am to 5:00 pm.

Best regards,

Amanda Ely

Amanda Ely
208-535-0356 ext 110
amanda.trpta@gmail.com

Item Description	Dimensions	Printing Cost (Fast Signs)- including proof, installation and design	Printing Cost (Sign-A-Rama)- including proof, installation and design	Monthly Ad Rate	Removal Fee
Glavel 18-20 Passenger Bus					
Driver's side and Passenger side of bus	6ft x 8ft	716.75 each side	\$475 each side	\$250/month	\$75/hr
Rear of the bus	10 ft ht x 54 in width w/window, 10ft x 32 in w/o window. Door area is 48 in x 54 in	\$553.50	\$445.00	\$250/month	\$75/hr
Driver side Interior Panel	6 ft or 7 ft x 11 in (PVC material)	Includes proof, installation and design	\$85.00 full panel length	\$25/month/panel	\$75/hr
Passenger side Interior Panel	10 ft x 11 in (PVC material)	Includes proof, installation and design	\$125.00 full panel length	\$25/month/panel	\$75/hr
Driver Backboard	14 and 7/8 in Length and 35 and 3/8 in	Includes proof, installation and design	\$75.00	\$25/month/panel	\$75/hr
Panel area back of the Bus Passenger side	19 in x 65 1/2 in	Includes proof, installation and design	\$105.00	\$25/month/panel	\$75/hr
Panel area at the back of the Bus Driver side	19 in x 65 1/2 in	Includes proof, installation and design	\$105.00	\$25/month/panel	\$75/hr

Glavel Sport 10-12 Passenger Bus					
Driver's side & Passenger side of Bus	24" H x 96 " W	\$268.00 each side	\$195.00	\$200/month/panel	\$75/hr
Rear of Bus	147 in Length and 66 1/2 in Height (molding to molding)	Includes proof, installation and design	\$195.00	\$200/month/panel	\$75/hr
Driver side Interior Panel	5 ft Length and 11 in Height (PVC material)	Includes proof, installation and design	\$60.00 full panel	\$25/month/panel	\$35.00
Interior Panels on Passenger side of Bus	5 ft Length and 11 in Height (PVC material)	Includes proof, installation and design	\$60.00 full panel	\$25/month/panel	\$35.00
Driver Backboard	15 in Length and 35 1/2 in Height	Includes proof, installation and design	\$75.00	\$25/month/panel	\$75/hr
Back wall panel driver side	15 in Length and 35 1/2 in Height	Includes proof, installation and design	\$65.00	\$25/month/panel	\$75/hr
Back wall panel passenger side	20 in Length and 20 in Height	Includes proof, installation and design	\$65.00	\$25/month/panel	\$75/hr
Bus Terminal					
Desk top Ad Racks	4ft x 6 ft	Includes proof, installation and design		\$25/per month	\$75/hr
Standing Ad Racks	2 ft x 6 in	Includes proof, installation and design		\$25/per month	\$75/hr

Wall over ticket desk	8 ft x 4 ft	\$313.00/ each	\$345.00 each	\$100/month	\$75/hr
Area under ticket desk	33ft x 26 1/2 in	Includes proof, installation and design	\$795.00	\$100/month	\$75/hr
Area under ticket desk short side	141 in x 26 1/2 in	Includes proof, installation and design	\$395.00	\$100/month	\$75/hr
Beam over back wall	4ft x8 ft	Includes proof, installation and design	\$495.00 each	\$150/month	\$75/hr
Area over window #1 South side	6 ft x 3 ft	\$186.48	\$295.00	\$75/month	\$35.00
Area over window #2 North side	6 ft x 3 ft	\$186.48	\$295.00	\$75/month	\$35.00
		In-House			
Rolling wrap on TV #1	20 in screen	Includes proof, installation and design		\$25/month	\$35.00
Rolling wrap on TV #2	21 in screen	Includes proof, installation and design		\$25/month	\$35.00
Men's restroom wall eye view (straight ahead)	92 1/2 in x 54 in	Includes proof, installation and design	\$825.00	\$100/month	\$75/hr
Men's restroom wall side view	4ft x 92"	Includes proof, installation and design	\$495.00	\$100/month	\$75/hr
Women's restroom wall eye view (straight ahead)	92 1/2 in x 54 in	Includes proof, installation and design	\$825.00	\$100/month	\$75/hr

Women's restroom wall side view	4 ft x 92 in	Includes proof, installation and design	\$495.00	\$100/month	\$75/hr
Wall over North door	8ft x 4 ft	\$313.88	\$495.00	\$200/month	\$75/hr
Wall over South door	8ft x 4 ft	\$313.88	\$495.00	\$200/month	\$75/hr
Wall over Men's or Women's Restroom	171 1/2 in x	Includes proof, installation and design	\$825.00	\$200/month	\$75/hr
Wall over Locker area	6ft x 2 ft	\$131.88	\$225.00	\$200/month	\$75/hr
Website					
		In-House			
Link to homepage	Companies can have their homepage link added to our site	\$50/each		\$15/month	\$35.00
Pop ups w/link	Place your pop up ads on our website	\$50/each		\$15/month	\$35.00

*Pricing includes, but is not limited to printing, mounting, traveling, regular and after-hours installation and is SUBJECT TO CHANGE WITHOUT NOTICE.

*All contracts are a minimum of six months each. One year contracts are available upon request.

*Multiple sign and extended contract discounts are available.

*Removal fee will be added to every contract.

*TRPTA also reserves the right to deny ads based on content (visual, written or implied).



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11/18/09

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601.319in x 820.414in

Samples of terminal ad locations.



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FASTSIGNS
IDAHO FALLS

10/29/09

/FASTSIGNS_MAC/181000

9999-TRPTA Bus.fs

542.958in x 394.102in

Sample bus wraps.