OUR MARKETS (AND THEIR FLEET NUMBERS)
OVER 40 PUBLIC TRANSIT SYSTEMS THROUGHOUT THE UNITED STATES.

KANSAS
Topeka - 26
Wichita - 43

NEBRASKA
Lincoln - 51
Omaha - 115

MINNESOTA
Duluth - 66
Hiawathaland - 23
Rochester - 46
Saint Cloud - 33
SMART - 23
Winona - 9

WISCONSIN
Beloit - 12
Eau Claire - 21
Fond du Lac - 7
Janesville - 17
La Crosse - 19
Manitowoc - 9
Oshkosh - 16
Sheboygan - 19
Stevens Point - 10
Wausau - 17

IOWA
Ames - 85
Burlington - 14
Cedar Rapids - 30
Clinton - 11
Fort Dodge - 14
Marshalltown - 9
Ottumwa - 9
Waterloo - 30

ARKANSAS
Little Rock - 50

LOUISIANA
Lafayette - 26 (Shelters)
Shreveport - 36

MISSOURI
Independence - 9
Jefferson City - 12
Saint Joseph - 20
Springfield - 28

NEW JERSEY
Rutgers University - 57

OKLAHOMA
Oklahoma City - 60

ARIZONA
Flagstaff - 28

ILLINOIS
Carbondale - 10
Danville - 10
Decatur - 21
Macomb - 30
Springfield - 56

GEORGIA
Athens - 30

CONTACT US
800.777.7290
www.houckads.com
FULL WRAP

Full bus wraps create unparalleled impact and retention for your advertising campaign. Bus wraps offer you a mobile billboard that projects your campaign throughout the entire market area. If you want the maximum out of your marketing plans, put your campaign in motion with a fully wrapped bus!

### Full Bus Wrap

<table>
<thead>
<tr>
<th>Space Rate</th>
<th>1 period</th>
<th>6 periods</th>
<th>12 periods</th>
</tr>
</thead>
<tbody>
<tr>
<td>NA</td>
<td>$1,250</td>
<td>$950</td>
<td></td>
</tr>
</tbody>
</table>

**Production**

1 Wrap
$6500

All space quoted is NET. Rates based on per sign per period. A period is four weeks.

Production costs include:
- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

*Production rate quotes are net.*
HALF WRAP

Adding a half bus wrap to your marketing plans offers your campaign the high impact and high retention of a full wrap while cutting production costs. A half bus wrap is essentially a 35'-40' billboard that travels to the high concentration areas of the city and projects your message directly at eye level!

Half Bus Wrap
Space Rate

<table>
<thead>
<tr>
<th></th>
<th>1 period</th>
<th>6 periods</th>
<th>12 periods</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1000</td>
<td>$750</td>
<td>$500</td>
<td></td>
</tr>
</tbody>
</table>

Production

1 Wrap
$2800

CONTACT US
800.777.7290
www.houckads.com

All space quoted is NET.
Rates based on per sign per period. A period is four weeks.

Production costs include:
• Printing
• Mounting
• Shipping
• Warranty
*Production rate quotes are net.
King Kong wraps cover the entire center section of the bus giving you the ability to affordably keep your message top of mind. King Kong wraps are ideal at stretching your marketing dollars. For the cost of one billboard we could promote your message using King Kongs on 2-3 buses.

**King Kong**

<table>
<thead>
<tr>
<th>Space Rate</th>
<th>1 period</th>
<th>6 periods</th>
<th>12 periods</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$775</td>
<td>$575</td>
<td>$375</td>
</tr>
</tbody>
</table>

**Production**

<table>
<thead>
<tr>
<th></th>
<th>1 Wrap</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1200</td>
</tr>
</tbody>
</table>

All space quoted is NET. Rates based on per sign per period. A period is four weeks.

Production costs include:
- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

*Production rate quotes are net.
MINI KING KONG

Mini King Kongs offer clients massive impact with their messages on curbsides of small buses. They provide the “wow” factor on a tight budget.

<table>
<thead>
<tr>
<th>Mini King Kong</th>
<th>Space Rate</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 period</td>
<td>6 periods</td>
<td>12 periods</td>
</tr>
<tr>
<td></td>
<td>$475</td>
<td>$375</td>
<td>$275</td>
</tr>
</tbody>
</table>

Production

<table>
<thead>
<tr>
<th>Production</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Wrap</td>
<td>$600</td>
</tr>
</tbody>
</table>

All space quoted is NET. Rates based on per sign per period. A period is four weeks.

Production costs include:
- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

*Production rate quotes are net.
TAIL WRAP

Tail Wraps are ideal for targeting drivers and passengers in cars. People are spending more and more time in their cars and our Tail Wraps offer your campaign an ideal way to grab their attention!

Tail Wrap Space Rate

<table>
<thead>
<tr>
<th>Periods</th>
<th>1 periods</th>
<th>6 periods</th>
<th>12 periods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
</tr>
</tbody>
</table>

Production

1 sign
$500/ea

All space quoted is NET. Rates based on per sign per period. A period is four weeks.

Production costs include:
- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

*Production rate quotes are net.
Advertising on the backs of city buses is a fantastic way to reach people traveling in their cars as well as pedestrians on busy downtown sidewalks. Placing your campaign on the backs of slow moving buses enables your audience time to read your message.

**Super Tail**

<table>
<thead>
<tr>
<th>Space Rate</th>
<th>1 periods</th>
<th>6 periods</th>
<th>12 periods</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$325</td>
<td>$275</td>
<td>$225</td>
</tr>
</tbody>
</table>

**Production**

| 1 sign | $200/ea |

All space quoted is NET. Rates based on per sign per period. A period is four weeks.

Production costs include:
- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

*Production rate quotes are net.*
Super Kings utilize the entire area between the bus wheels and under the windows giving your campaign greater impact than the standard King sign. Streetside placement and a large sign area ensures maximum exposure for your marketing budget.

Super King - 42x227, 42x174, 42x144

<table>
<thead>
<tr>
<th></th>
<th>1 periods</th>
<th>6 periods</th>
<th>12 periods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Rate</td>
<td>$400</td>
<td>$350</td>
<td>$300</td>
</tr>
<tr>
<td>Production</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42x227</td>
<td>$300/ea</td>
<td>$300/ea</td>
<td>$300/ea</td>
</tr>
<tr>
<td>42x174</td>
<td>$250/ea</td>
<td>$250/ea</td>
<td>$250/ea</td>
</tr>
<tr>
<td>42x144</td>
<td>$250/ea</td>
<td>$250/ea</td>
<td>$250/ea</td>
</tr>
</tbody>
</table>

All space quoted is NET.
Rates based on per sign per period.
A period is four weeks.

Production costs include:
- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

*Production rate quotes are net.*
SUPER QUEEN

Queen signs are ideal for targeting your message to the thousands of cars and pedestrians throughout the market. Additionally their curb side location gives you a great opportunity to project your message to the thousands of daily bus riders that enter and exit the bus multiple times hourly.

Super Queen - 42x108, 42x93, 42x70

Space Rate

<table>
<thead>
<tr>
<th></th>
<th>1 periods</th>
<th>6 periods</th>
<th>12 periods</th>
</tr>
</thead>
<tbody>
<tr>
<td>$300</td>
<td>$250</td>
<td>$200</td>
<td></td>
</tr>
</tbody>
</table>

Production

<table>
<thead>
<tr>
<th>42x108</th>
<th>42x93</th>
<th>42x70</th>
</tr>
</thead>
<tbody>
<tr>
<td>$225/ea</td>
<td>$200/ea</td>
<td>$175/ea</td>
</tr>
</tbody>
</table>

All space quoted is NET. Rates based on per sign per period. A period is four weeks.

Production costs include:
- Printing
- Mounting
- Shipping
- Warranty

*Production rate quotes are net.
**INTERIOR SIGNS**

Reach your audience when they are most receptive by advertising inside the city buses! Compliment your interior cards with Ceiling Wraps or Handle Ads.

<table>
<thead>
<tr>
<th><strong>Interior Signs 11x28</strong></th>
<th><strong>Space Rate</strong></th>
<th><strong>Production</strong></th>
<th><strong>Production</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 period</td>
<td>6 periods</td>
<td>12 periods</td>
</tr>
<tr>
<td></td>
<td>$25</td>
<td>$20</td>
<td>$15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Interior Signs 11x56</strong></th>
<th><strong>Space Rate</strong></th>
<th><strong>Production</strong></th>
<th><strong>Production</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 period</td>
<td>6 periods</td>
<td>12 periods</td>
</tr>
<tr>
<td></td>
<td>$35</td>
<td>$30</td>
<td>$25</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Ceiling Wraps 24x48</strong></th>
<th><strong>Space Rate</strong></th>
<th><strong>Production</strong></th>
<th><strong>Production</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 period</td>
<td>6 periods</td>
<td>12 periods</td>
</tr>
<tr>
<td></td>
<td>$150</td>
<td>$125</td>
<td>$100</td>
</tr>
</tbody>
</table>

All space quoted is NET. Rates based on per sign per period. A period is four weeks.

Production costs include:
- Printing
- Mounting
- Shipping
- Warranty

*Production rate quotes are net.*
PRODUCTION SPECS

**Mounted Applications:**
Print Fabrication:
- Copy to be produced in one (1) section
- Copy bleeds to the edge on all four sides
Materials/Substrates:
- Removable Transit Vinyl
Required Vinyl Substrates:
- 3M IJ36 or IL46 w/ 8519 or 8509 overlaminate OR BUSmark 5800
Inks
- Inks must be waterproof with standard UV protection
Overage:
- 20% overage is required.

**Direct Apply Applications:**
Print Fabrication:
- Copy to be produced in one (1) section
- Copy bleeds to the edge on all four sides
Materials/Substrates:
- Removable Transit Vinyl
Required Vinyl Substrates:
- Traditional Signs (Kings/Queens/Tails) 3M IJ36 or IL46 w/ 8519 or 8509 overlaminate
- Non-Traditional Signs (Super Kings, Super Queens, Super Tails) 3M 3552C w/ 8519 overlaminate
Overage:
- 20% overage is required.

**Interior Card Display:**
Print Fabrication:
- Finished Size is 11” x 28” with a live area of 10” x 27”
- Copy to be produced in one (1) section
- Copy bleeds to the edge on all four sides
Inks
- Inks must be waterproof with standard UV protection.
Material/Substrates
- .030 Styrene
- Cardstock will NOT be accepted

**Delivery:**
Houck Advertising must receive materials 10 days prior to port date. Please include posting instructions and copy of creative with the poster shipment.

*ANY substitutions will require written authorization from Houck Advertising prior to production.*
CONTACT US

Lucas Sogge
lucas@houckads.com

1025 Tomlyn Ave., Suite 100
Saint Paul, Minnesota 55126

800.777.7290
651.203.5067
f. 651.489.7620

facebook.com/houckads
@busadswork
houckads.com
FILE/SUBMISSION SPECS

File Requirements:
• Adobe Illustrator or Adobe Photoshop (PC or Mac).
• TIFF, EPS, PDF, high resolution JPEG files OK.
• Artwork must be set up in CMYK format and please specify all PMS colors.
• For best output quality please use a rich black when possible (100% C,M,Y,K).
• Resolution for photos and rasterized art must be at least 100 dpi at full size.
• Please outline fonts and embed images.

NOTE: Please keep all text and important graphics in 1.5 inches from all sides because the signs sit in frames. Sizes may vary from market to market. Please check with Houck for specific sizes and templates.

File Submission:
• Email to jesse@houckads.com (files less than 5MB)
• Please send CD, DVD, Photographs to:
  Houck Transit Advertising
  1025 Tomlyn Ave., Suite 100
  St. Paul, Minnesota 55126
  ATTN: Jesse Lanik
• For file transfer and instructions:
  https://houckads.wetransfer.com

NOTE: Houck must receive print ready artwork at least 10 business days prior to posting.

If advertiser provides posters or wraps from their own vendor, then the advertiser will assume warranty should the posters fade, peel or get damaged.

For wrap buses, please make special arrangements with Houck well in advance of any posting to ensure that the buses and facilities are available. Please allow 2-3 weeks from approval of art to install.