



Houck Transit Advertising

# MEDIA KIT

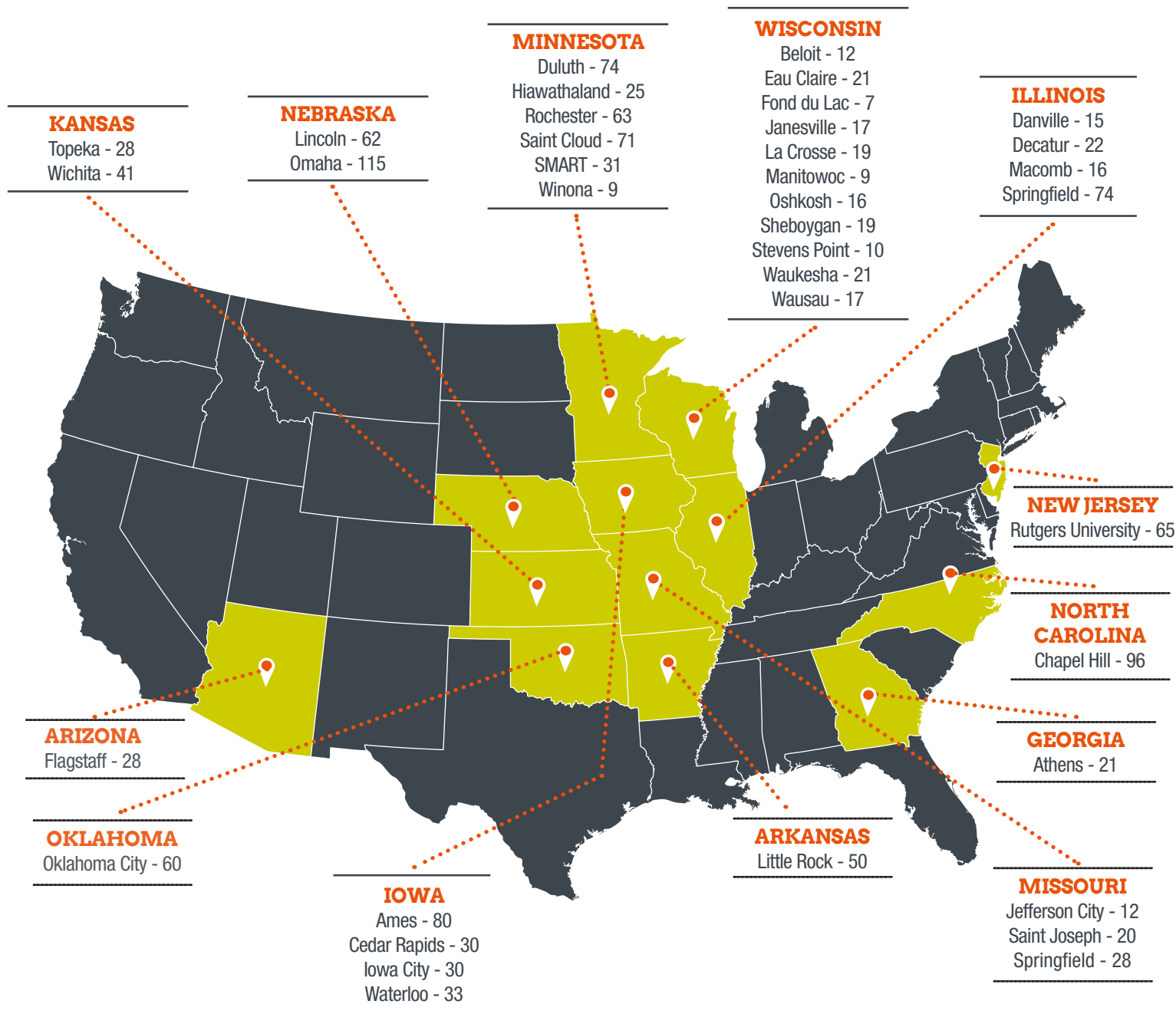
**CONTACT US**  
800.777.7290  
houckads.com



# Houck Transit Advertising

## OUR MARKETS (AND THEIR FLEET NUMBERS)

OVER 35 PUBLIC TRANSIT SYSTEMS THROUGHOUT THE UNITED STATES.





# Houck Transit Advertising

## 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 Space Rate

|                            |                     |                     |
|----------------------------|---------------------|---------------------|
| 1 period<br>Call For Rates | 6 periods<br>\$1275 | 12 periods<br>\$975 |
|----------------------------|---------------------|---------------------|

### Production

1 Wrap  
\$7500

All space quoted is NET.  
Rates used are per sign per period.  
A period is four weeks.

Production costs include:

- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

*\*Production rate quotes are net.*





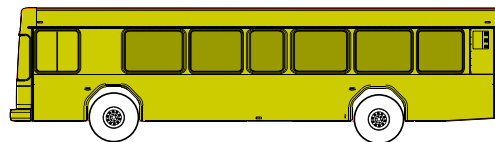
# Houck Transit Advertising

## 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



|                    |                    |                     |
|--------------------|--------------------|---------------------|
| 1 period<br>\$1000 | 6 periods<br>\$775 | 12 periods<br>\$525 |
|--------------------|--------------------|---------------------|

### Production

1 Wrap  
\$3500

All space quoted is NET.  
Rates used are per sign per period.  
A period is four weeks.

Production costs include:

- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

*\*Production rate quotes are net.*



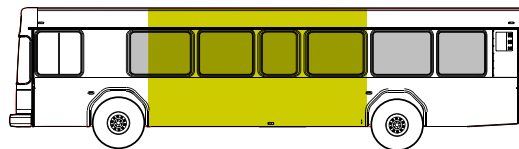
# Houck Transit Advertising

## KING KONG

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 Space Rate



|                   |                    |                     |
|-------------------|--------------------|---------------------|
| 1 period<br>\$600 | 6 periods<br>\$500 | 12 periods<br>\$400 |
|-------------------|--------------------|---------------------|

### Production

1 Wrap  
\$1500

All space quoted is NET.  
Rates used are per sign per period.  
A period is four weeks.

Production costs include:

- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

*\*Production rate quotes are net.*



# Houck Transit Advertising

## 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.



### Mini King Kong Space Rate



|                   |                    |                     |
|-------------------|--------------------|---------------------|
| 1 period<br>\$500 | 6 periods<br>\$400 | 12 periods<br>\$300 |
|-------------------|--------------------|---------------------|

### Production

1 Wrap  
\$350 - \$900 (Depending on Specific Style)

All space quoted is NET.  
Rates used are per sign per period.  
A period is four weeks.

Production costs include:

- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

*\*Production rate quotes are net.*





# Houck Transit Advertising

## SUPER KING

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 Space Rate



|                   |                    |                     |
|-------------------|--------------------|---------------------|
| 1 period<br>\$400 | 6 periods<br>\$350 | 12 periods<br>\$300 |
|-------------------|--------------------|---------------------|

### Production

1 sign  
\$400/ea

All space quoted is NET.  
Rates used are per sign per period.  
A period is four weeks.

Production costs include:

- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

\*Production rate quotes are net.



# Houck Transit Advertising

## SUPER QUEEN

Super Queens give your marketing campaign extra impact by expanding on traditional queen signs to take up a larger space on the curbside of some buses.



### Super Queen Space Rate

|                   |                    |                     |
|-------------------|--------------------|---------------------|
| 1 period<br>\$350 | 6 periods<br>\$300 | 12 periods<br>\$250 |
|-------------------|--------------------|---------------------|

### Production

|                    |
|--------------------|
| 1 sign<br>\$250/ea |
|--------------------|

All space quoted is NET.  
Rates used are per sign per period.  
A period is four weeks.

Production costs include:

- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

*\*Production rate quotes are net.*

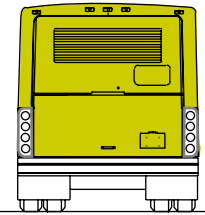




# Houck Transit Advertising

## 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

|                   |                    |                     |
|-------------------|--------------------|---------------------|
| 1 period<br>\$450 | 6 periods<br>\$400 | 12 periods<br>\$350 |
|-------------------|--------------------|---------------------|

### Production

1 sign  
\$600/ea

All space quoted is NET.  
Rates used are per sign per period.  
A period is four weeks.

Production costs include:

- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

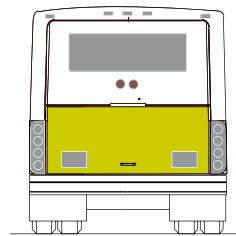
*\*Production rate quotes are net.*



# Houck Transit Advertising

## SUPER TAIL

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 Space Rate

|                   |                    |                     |
|-------------------|--------------------|---------------------|
| 1 period<br>\$350 | 6 periods<br>\$300 | 12 periods<br>\$250 |
|-------------------|--------------------|---------------------|

### Production

1 sign  
\$250/ea

All space quoted is NET.  
Rates used are per sign per period.  
A period is four weeks.

Production costs include:

- Printing
- Mounting
- Shipping
- Installation
- Removal
- Warranty

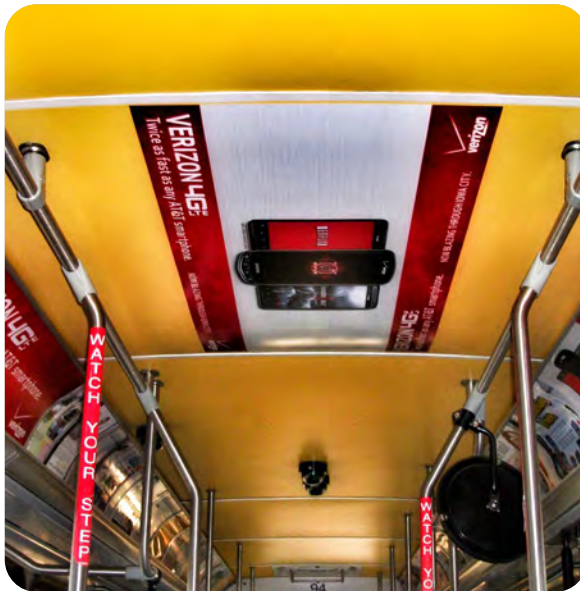
*\*Production rate quotes are net.*



# Houck Transit Advertising

## 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.



### Interior Signs 11x28

#### Space Rate

|            |            |
|------------|------------|
| *6 periods | 12 periods |
| \$20/ea    | \$10/ea    |

#### Production

|         |
|---------|
| 1 sign  |
| \$20/ea |

### Interior Signs 11x56

#### Space Rate

|            |            |
|------------|------------|
| *6 periods | 12 periods |
| \$40/ea    | \$20/ea    |

#### Production

|         |
|---------|
| 1 sign  |
| \$30/ea |

### Ceiling Wraps 24x48

#### Space Rate

|            |            |
|------------|------------|
| *6 periods | 12 periods |
| \$75/ea    | \$50/ea    |

#### Production

|         |
|---------|
| 1 sign  |
| \$75/ea |

All space quoted is NET.  
Rates used are per sign per period.  
A period is four weeks.

Production costs include:

- Printing
- Mounting
- Shipping

Market Minimums Will Apply

\*Production rate quotes are net.

**\*Minimum 6 period agreement – minimum quantities will apply in each market**





# Houck Transit Advertising

## PRODUCTION SPECS

If advertiser provides posters or wraps from their own vendor, then the advertiser will assume warranty should the posters fade, peel or get damaged. Additional install/removal charges will apply for any signs production elsewhere and shipped to Houck.

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.

### **Mounted Applications:**

#### **Print Fabrication:**

- Copy to be produced in one (1) section
- Copy bleeds to the edge on all four sides

#### **Required Vinyl Substrates:**

- 3M IJ36 or IL46 w/ 8519 or 8509 overlamine 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

#### **Required Vinyl Substrates:**

- Traditional Signs (Kings/Queens/Tails) 3M IJ36 or IL46 w/ 8519 or 8509 overlamine
- Non-Traditional Signs (Super Kings, Super Queens, Super Tails) 3M 3552C w/ 8519 overlamine

#### **Overage:**

- 20% overage is required.

### **Interior Card Display:**

#### **Print Fabrication:**

- Finished Size is 11" x 28" with a live area of 10" x 28" or 11" x 56" with live area of 10" x 56"
- 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 post date. Please include posting instructions, quantities sent and copy of creative with the poster shipment.

- Houck Transit Advertising  
1025 Tomlyn Ave., Suite 100  
St. Paul, Minnesota 55126  
ATTN: Ryan Martineau

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

### **CONTACT US**

800.777.7290

[www.houckads.com](http://www.houckads.com)



# Houck Transit Advertising

## FILE/SUBMISSION SPECS

### File Requirements:

- Adobe Illustrator.
- TIFF, EPS, PDF, high resolution JPEG files OK.
- Artwork must be set up in CMYK format.
- 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:

- For file transfer and instructions:  
<https://houckads.wetransfer.com>

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