



San Diego County Advertising Rate Card

(619) 562-1486 carrie@vendsight.com

Last updated [6/12/09]

Location	Name-# of Units	Description	Price Per Unit/Month	QTY Price Per Unit*
MTS San Diego Trolley Stations				
MTS Trolley South County	Blue Line-25	Blue Line Locations-San Ysidro-Bario Logan-Excludes downtown locations-AdMedia Enclosures	\$450.00	<i>call</i>
MTS Trolley East County	Orange Line-20	Orange Line Locations-47th St to Gallespie Field- AdMedia Enclosures	\$450.00	<i>call</i>
MTS Trolley West County	Blue Line North- 19	Blue Line North-Little Italy to Old Town Center- AdMedia Enclosures	\$650.00	<i>call</i>
MTS Trolley Central County	Green Line-25	Green Line-Linda Vista to Santee Town Center- AdMedia Enclosures	\$650.00	<i>call</i>
MTS Trolley Downtown	Downtown-7	All downtown locations-AdMedia Enclosures- Downtown units have graphics on backside of units	\$1,000.00	<i>call</i>
North San Diego County Coastal				
NCTD Coaster	25	AdMedia Enclosures	\$650.00	<i>call</i>
NCTD Coaster	25	Fixed Signage 3'x4' Two sided	\$275.00	<i>call</i>
NCTD Coaster	7	Triangle Kiosks	\$350.00	<i>call</i>
NCTD Coaster	All Stations Available	Station Domination	<i>call</i>	
NCTD Coaster	Spring 2010	Wallscapes	<i>call</i>	
NCTD Coaster	All Stations Available	Floor Graphics	<i>call</i>	
NCTD Coaster	n/a	Bus Wraps	<i>call</i>	
North San Diego County Inland				
NCTD Sprinter	25	AdMedia Enclosures	\$650.00	<i>call</i>
NCTD Sprinter	25	Fixed Signage 3'x4' Two sided	\$275.00	<i>call</i>
NCTD Sprinter	6	Triangle Kiosks	\$350.00	<i>call</i>
NCTD Sprinter	All Stations Available	Station Domination	<i>call</i>	
NCTD Sprinter	Spring 2010	Wallscapes	<i>call</i>	
NCTD Sprinter	All Stations Available	Floor Graphics	<i>call</i>	
NCTD Sprinter	4	Bus Wraps	<i>call</i>	
University of California San Diego				
UCSD	10	AdMedia Enclosures	\$750.00	<i>call</i>
UCSD	40	Vending Machine Advertising Tops-3 Sided 2'x3' each side. Mounted on vendng machine tops- Available October 09-50 locations available	\$125.00	<i>call</i>
Production Costs				
Production Cost	Graphics Production Cost Per Unit	Admedia Enclosure	\$275.00	<i>call</i>
Production Cost	Graphics Production Cost Per Unit	Fixed Signage 3'x4' Two sided	\$175.00	<i>call</i>
Production Cost	Graphics Production Cost Per Unit	Vending Machine Advertising tops	\$75.00	<i>call</i>
Production Cost	Graphics Production Cost Per Unit	Triangle Kiosks-per face	\$175.00	<i>call</i>
Call for Availability				



Sacramento Advertising Rate Card

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Location	Name-# of Units	Description	Price Per Unit/Month	QTY Price Per Unit*
Sacramento Regional Transit District-Light Rail Stations				
SAC RT Light Rail	50	AdMedia Enclosures	\$650.00	<i>call</i>
SAC RT Light Rail	30	Fixed Signage 3'x4' Two sided	\$275.00	<i>call</i>
SAC RT Light Rail	Spring 2010	Station Domination	<i>call</i>	
SAC RT Light Rail	Spring 2010	Wallscapes	<i>call</i>	
SAC RT Light Rail	All Stations	Floor Graphics	<i>call</i>	
SAC RT Light Rail	5	4'x8' Ad Panels	<i>call</i>	
SAC RT Light Rail	5	5'x10' Ad Panels	<i>call</i>	
Production Costs				
Production Cost	Graphics Production Cost Per Unit	Admedia Enclosure	\$275.00	<i>call</i>
Production Cost	Graphics Production Cost Per Unit	Fixed Signage 3'x4' Two sided	\$175.00	<i>call</i>
Production Cost	Graphics Production Cost Per Unit	4'x8' Ad Panels		
Production Cost	Graphics Production Cost Per Unit	5'x10' Ad Panels		
<i>Call for Availability</i>				



Las Vegas Advertising Rate Card

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Location	Name	Description	Price Per Unit/Month	QTY Price Per Unit*
RTC Las Vegas				
RTC Max Line	40	AdMedia Enclosures	\$650.00	call
RTC Max Line	25	Fixed Signage 3'x4' Two sided	\$275.00	call
RTC ACE Gold Line	Spring 2010-75	AdMedia Enclosures	\$1,000.00	call
RTC ACE Gold Line	Spring 2010-50	Fixed Signage 3'x4' Two sided	\$350.00	call
Production Costs				
Production Cost	Graphics Production Cost Per Unit	Admedia Enclosure	\$275.00	call
Production Cost	Graphics Production Cost Per Unit	Fixed Signage 3'x4' Two sided	\$175.00	call
<i>Call for Availability</i>				



Small Market Advertising Rate Card

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Location	Name	Description	Price Per Unit/Month	QTY Price Per Unit*
Imperial College-El Centro California				
Imperial College	10	AdMedia Enclosures	\$450.00	<i>call</i>
Production Costs				
Production Cost	Graphics Production Cost Per Unit	Admedia Enclosure	\$275.00	<i>call</i>
Production Cost	Graphics Production Cost Per Unit	Fixed Signage 3'x4' Two sided	\$175.00	<i>call</i>
<i>Call for Availability</i>				



Media Platform Descriptions

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Product Name	Description	Picture
Admedia Enclosure	Vending machine enclosure- Back Lighted	
3'x4' Fixed Sign	Fixed sign. Floor Mounted. 3'x4' ad panels-two sided	
Triangle Kiosks	Three sided triangle kiosks.	
4'x8' 5'x10' Ad Panels	Wall or fence mounted advertising panels	
Wallscapes	Wall or Bldg mounted large graphic banners	

<p>Floor Graphics</p>	<p>Floor mounted graphics</p>	
<p>Station Domination Packages</p>	<p>Station Domination packages consist of multiple advertising platform simultaneously includes naming rights and transit guide print advertising in addition</p>	
<p>Bus Wraps</p>	<p>Bus graphics wraps</p>	
<p>VendFace-Ad Tops</p>	<p>Vending machine top mounted ad panels</p>	