



ADVERTISING PROGRAM

Are you looking for a way for your business to be seen day after day by tens of thousands of people – locals, tourists, and part-timers? Something that is highly visible and attractive? A truly unique advertising opportunity...

Consider advertising on Mountain Rides Transportation buses or vans. Interior ads are seen by our ridership of over 500,000 people annually, a ridership that is increasing every year. Exterior ads are seen by all those who live, work, or visit the Wood River Valley. We have buses that run throughout Ketchum, Sun Valley, Hailey, and Bellevue, 7 days a week, 365 days a year.

Contact Nicole Brown, Advertising Sales Representative for Mountain Rides, today and she can help set up a program designed for you! Nicole Brown: 208-720-7188 or nicolesv75@hotmail.com

PRICING

Exterior Ads all priced for 1 year contract	Approximate Size	Ad Price per Placement	Production and Installation estimate*	Total Cost per Year per Placement	# of spots available
Full Rear Wrap (Large Bus)	3 panel Wrap – approx. 440 sq ft	\$6500	\$3500	\$10,000	4
Rear Panel (Large Bus)	96" high x 96" wide	\$2750	\$950	\$3,700	9
Passenger Side Panel (Large Bus)	96" high x 96" wide	\$2000	\$950	\$2,950	9
Driver Side Panel (Large Bus)	96" high x 96" wide	\$2000	\$950	\$2,950	9
Rear End Wrap (Sprinter bus)	40" high x 66" wide	\$1250	\$850	\$1,725	4
Full Sprinter		\$2000	\$1650	\$3,650	4
Commuter Van Rear	22" high x 53.5" wide	\$450	\$400	\$850	12

*Note: Production prices are provided for information only. Please contact Nicole Brown for additional details. nicolesv75@hotmail.com or 720-7188

Commuter Van Window

Picture shows only one window with ad, but entire upper half of the rear of the van would be available for ad.



Interior Ads Contracts avail. for any # of months	Approximate Size (Must be 11" high with lamination)	Price per Ad (Placement on all 16 MR buses)
Single month ad	17" wide x 11" high	\$200
6 month ad	17" wide x 11" high	\$850
12 month ad	17" wide x 11" high	\$1500



Please note:

1. Ads must be submitted according to standards set by Mountain Rides .
2. Discounts available for multiple placements on exterior ads: 5% for 2-4 placements; 10% for 5 or more placements.
3. Non-profit entities will receive a 10% discount with 501C verification.
4. Public Service Announcements from non-profits will be accepted on a space available basis for interior ad space.
5. Interior Poster pricing does not include graphic design. Twenty-five (25) laminated posters, 11"x17", should be delivered to Mountain Rides. Posters will be installed within 5-7 business days.

VEHICLE AD EXAMPLES



Rear End Wrap

Actual advertisement sample.
A great way to be seen throughout
the valley!



800 1st Ave N,
 PO Box 3091
 Ketchum, ID 83340
 208-788-7433
 www.mountainrides.org

Mountain Rides ADVERTISING CONTRACT

ADVERTISER INFO

Business Name: _____

Contact Person: _____

Address: _____

Phone: (____) _____

Email: _____

Order Info

Description/Type of Ad	Quantity	Unit Price	Production Price	Item Total
			Subtotal	
			Less any discount	
			TOTAL ORDER	

PAYMENT INFO

Payment for production costs must be made at time of contract execution and shall be paid directly to Windy City Arts. Payment for ad space is due upon installation. We will accept quarterly payments for annual contracts, upon request.

CONTRACT TERM: _____

Date: _____

ACCEPTED BY

Advertiser Contact (print): _____

Mountain Rides: Nicole C. Brown

Advertiser Signature: _____

MR Signature: _____

Date: _____

Date: _____



GRAPHIC STANDARDS FOR BUS ADVERTISING

All advertising on buses must comply with the following guidelines:

- Mountain Rides (MR) works with Hawley Graphics and Windy City Arts for exterior production and installation. Exterior panels are designed to last 2-3 years.
- Hawley Graphics Contact information:
 - Andy Hawley, 208-788-2296 or andy@hawleygraphics.com
- Windy City Arts Contact Information:
 - Daniel Hansen, 208.788.7446 or sign@windycitysv.com
- Must be for the purpose of promoting a business transaction or service
- Must avoid controversial, explicit, or shock advertising
- Shall not promote products or services that the board deems to be inappropriate or out of character with our community
- Must meet graphic standards set by MR that include:
 - A graphic scheme (picture, logo, colors, etc.) that complements MR graphics and logo
 - A maximum of 10 words that must be at least 5" tall for bus side ads, 4" tall for bus rear ads, and 3" tall for commuter van ads
 - A maximum of 2 items of contact information (phone and website OR phone and address OR address and website – each piece of contact info counts as 1 word against the total of 10)
 - A company logo (counts as 1 word against the total of 10)
 - Recommend design should include one picture or graphic for clear visibility
 - Mountain Rides staff has final approval on all ads

TIMELINE FOR EXTERIOR ADVERTISING - WINTER SEASON:

October 15thContract deadline*

October 25thCreative/artwork for approval to Mountain Rides (allow up to 7 days)

November 1stFinal files to Windy City Arts

By November 15thAdvertising installed on buses

*Start dates are flexible depending on panel availability