



2023 AD GUIDE

Out of Home Advertising | Services & Pricing



801 Texas Ave.
Lubbock, TX 79401

TAKE YOUR AD FURTHER

Our advertising opportunities

Citibus has opportunities for every budget and business. From full bus wraps to in-bus advertising, you can be sure you'll be seen. We're always excited to partner with new organizations, including yours!

**Where do you want to
advertise?**

Bus Shelter

Page 2

Inside the Bus

Page 6

Outside of the Bus

Page 8





ADVERTISE AT THE
BUS STOP WITH:

Bus Shelter Advertising

CONNECT WITH THE L^{TX}BK COMMUNITY



Don't forget to have fun with shelter advertisement designs. You can advertise inside the shelters to capture the rider's attention while they wait for their ride.

Based on availability, you can choose the bus shelter situated near your target audience or along specific fixed routes.

RATES:

Bus Shelter Panels

AD PLACEMENT:	AD SIZE:	INSTALL/REMOVAL FEE	MONTHLY ADD FEE
Left Side Half Panel (no oncoming traffic view)	49.25" wide x 40" tall (22.50" panels)	<p><i>Citibus is currently going through price changes.</i></p> <p><i>Please contact the Citibus Marketing Manager for a quick quote!</i></p>	\$110/Month
Rear of Shelter	103.125" wide x 40" tall		\$230/Month
Front Side	49.25" wide x 40" tall		\$110/Month
Right Side	49.25" wide x 40" tall		\$110/Month
Right Side - Full Window (oncoming traffic view)	46" wide x 40" wide		\$100/Month
Right Side Half Panel (oncoming traffic view)	43" wide x 40" (19" panels)		\$100/Month
Left Side Full Panel (no oncoming traffic view obstruction)	46" wide x 67.25" tall		\$175/Month
Front View Half Panel (view from the street)	66.25" wide x 40" tall (19" panels)		\$150/Month

Shelter Package #1

STATION DOMINATION

SHELTER OPTIONS/MONTHLY AD FEE:

Single-Entrance Shelter

- Monthly Ad Fee: \$500

Double-Entrance Shelter

- Monthly Ad Fee: \$600

VINYL INSTALL/REMOVAL FEE:

Citibus is currently going through 'Install/Removal' price changes. Please contact the Citibus Marketing Manager for a quick quote!

Shelter Vinyl Placement:

Front Half Panel, Left Full Panel, Right Half Panel and Rear Half Panel



Shelter Package #2

STATION SATURATION

SHELTER OPTIONS/MONTHLY AD FEE:

Single-Entrance Shelter

- Monthly Ad Fee: \$200

Double-Entrance Shelter

- Monthly Ad Fee: \$225

VINYL INSTALL/REMOVAL FEE:

Citibus is currently going through 'Install/Removal' price changes. Please contact the Citibus Marketing Manager for a quick quote!

Shelter Vinyl Placement:

Front Half Panel & Right Half Panel



SHELTER LOCATIONS

Route 1

DUNBAR AREA

Downtown. Dunbar Middle School, Project Intercept, Mae Simmons Community Center/Senior Center/Swimming Pool

Route 2

EAST BROADWAY

Downtown, South Plains Fairgrounds, Patterson Library, United Supermarket, Sunrise Canyon MHMR Center, American Wind Power Center, East Broadway Neighborhood

Route 5

BOSTON/S.
QUAKER/SOUTH
PLAINS MALL

Downtown, Texas Tech University. Evans Middle School, Haynes Elementary, Goedeke Library, S.Quaker Wal-Mart

Route 6

BUDDY HOLLY /50TH
ST. CROSSTOWN

Downtown, 1-27 Area, 50th Street, Lubbock Housing Authority, Health Department, MHMR, Rawlings Community Center/Senior Center, United Supermarket (50th & Ave. Q), Highland Medical Center, Monterey High School, Market Street, South Plains Mall

Route 9

AVE Q./S.
UNIVERSITY/S.
QUAKER

Downtown, Avenue Q, O.L. Slaton Middle School, Klapp Swimming Pool, K-Mart, S. University Target, 82nd Street, Tinseltown Movie Theater, S. Quaker Wal-Mart

Route 12

ARNETT
BENSON/4TH
STREET

Downtown, Mahon Library, Civic Center, Overton Wal-Mart, Catholic Family Services, N. University United Supermarket, Arnett Benson Area, Maggie Trejo Supercenter/Senior Center, Montelongo Swimming Pool, TTU Health Sciences Center, 4th Street United Supermarket. 4th Street Wal-Mart

Route 14

CHERRY POINT

Downtown, South Plains Fairgrounds. MacKenzie State Park, Patterson Library, Alderson Middle School, United Supermarket, Estacado High School.

Route 19

WAYLAND
PLAZA/SOUTH
PLAINS MALL

Downtown, 19th Street, Lubbock High School, Texas Tech University Center, Covenant Medical Center, Covenant Medical Center Lakeside, Lubbock Christian University, Groves Library, Academy Sporting Goods, Social Security Office, Convergys, South Plains Mall

Route 34

34TH ST/SOUTH
PLAINS MALL

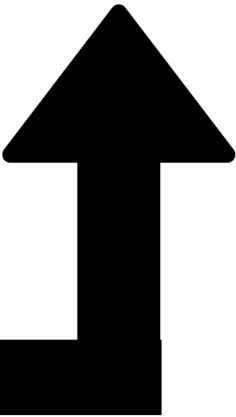
Downtown, 34th Street, Byron Martin Advanced Technology Center, Coronado High School, United Supermarket (29th Drive), South Plains Mall



**ADVERTISE INSIDE
THE BUS WITH:**

Internal Poster Advertising

INSIDE THE BUS LOOK UP



Get creative with interior vinyl ceiling ads. Creativity and technology (QR or AR) go a long way in making an impression.

You are not limited to one 11x17 space. Feel free to make an impact by covering the whole interior.

RATES:

Internal Posters

ROUTE OPTION 1:

TTU CAMPUS SERVICE
= \$100/Month

1 Poster/Bus x 35 Buses

ROUTE OPTION 2:

FIXED ROUTE SERVICE
= \$100/Month

1 Poster/Bus x 35 Buses

ROUTE OPTION 1 + ROUTE OPTION 2

TTU CAMPUS SERVICE & FIXED ROUTE SERVICE
= \$175/Month

1 Poster/Bus x 70 Buses

RATES:

Ceiling Vinyl

Route Options:



Advertising Options	Contract Type	<u>TTU Route 40' Install</u>	<u>City Route 35' Install</u>	Monthly Advertising Rate
Dominate – Vinyl Interior Ceiling 30"x144"	Up to 3 Years	<p>Citibus is currently going through price changes. Please contact the Citibus Marketing Manager for a quick quote!</p>		\$300
Leader – Vinyl Interior Ceiling Ad 24"x72"	Up to 3 Years			\$280
Showing Up – Vinyl Interior Ceiling 24"x36"	Up to 3 Years			\$250



ADVERTISE OUTSIDE
OF THE BUS WITH:

Exterior Bus Vinyl Advertising

OUTSIDE OF THE BUS ADS ON THE MOVE

Vinyl can remain on the bus(es) for up to three years. At the end of the third year the vinyl must be removed and replaced with new vinyl at the expense of the advertiser. To ensure your advertisement remains as effective as possible, we suggest changing the artwork every six months or less. This will ensure your audience will see fresh, new ads on a regular basis.

Consult with the Citibus marketing manager to determine the best options to create an effective advertising strategy.

- Printing and installation prices are subject to change without notice.
- All vinyls are inspected to make sure they are in excellent quality for contract extension.
- Short term vinyl contracts can be renewed up to 18 months, at which the vinyl must be removed and replaced.

DESIGN TIP:
Did you know **RED** vinyl
fades faster than any
other color?

RATES:

Exterior Bus Vinyl

Vinyl Coverage	Contract Type	<u>TTU Campus Route</u>	<u>Fixed</u>	Vinyl Removal Fee	Monthly Advertising Rate
Full/Full	Up to 3 years	<p>Citibus is currently going through price changes.</p> <p>Please contact the Citibus Marketing Manager for a quick quote!</p>		\$	\$1,100
Half Bus	Up to 3 years			\$	\$775
King Kong	Up to 3 years			\$	\$600
Below Window	Up to 3 years			\$	\$500
King	Up to 3 years			\$	\$300
Kong	Up to 3 years			\$	\$300
Headline Banner	Up to 3 years			\$	\$300
Back Only	Up to 3 years			\$	\$500



Full Bus Wrap

Passenger side, driver's side,
and back of the bus



Half Bus Wrap

One side only - Passenger OR
Driver's side



Kong Bus Wrap

One side only, 30" x 177"



King Kong Bus Wrap

One side only, between wheels
- Passenger OR Driver's side



Headline Bus Wrap

One side only, 240" x 12"



King Bus Wrap

One side only, 30" x 144"



Back Bus Wrap

Back only



ADVERTISE OUTSIDE OF
THE TRANSIT VANS WITH:

Citibus On-Demand Advertising

EXPAND YOUR REACH



WHAT IS ON-DEMAND?

On-demand is a microtransit service meant to better serve Lubbock during the COVID-19 pandemic. Riders can book a time to be picked up, and share a ride with others along the way. Because Citibus fixed routes do not cover all areas of Lubbock, especially new establishments in South Lubbock, we want your advertisement reach to go further.

- Citibus On-Demand service runs Monday - Friday 7am-11pm.
- Citibus On-Demand service costs \$2.00 per ride.
- Advertising rates are exclusive to one business per Promaster Van or Chevy Arbocs Bus.

Reasons Riders Use On-Demand Services:



RATES:

Exterior Microtransit Vinyl

Vinyl Coverage	Contract Type	<u>Promaster Vans</u>	<u>Chevy Arbocs</u>	Vinyl Removal Fee	Monthly Advertising Rate
Full/Full	Up to 3 years	<p>Citibus is currently going through price changes.</p> <p>Please contact the Citibus Marketing Manager for a quick quote!</p>		\$	\$1,000
Back Half Bus	Up to 3 years			\$	\$900
Driver's Side Only	Up to 3 years			\$	\$600
Passenger Side Only	Up to 3 years			\$	\$600
Back Only	Up to 3 years			\$	\$500



Add on:

**We Can Take Your
Vinyl Wrapped Bus
To Your Location!**



TAKE YOUR AD ON-SITE

HOW IT WORKS

Book your wrapped bus for an on-site appearance. The benefit to advertising on a mobile billboard is that you can bring that billboard to your event or location to help promote your business or service! A driver will take the bus to your site, park the bus for up to (8) hours and then pick up after your event is over.

- \$35 Drop-Off/Pick-Up Fee
- \$20/Hour or \$160/Day

Want to use the bus interior during the event? Great! We will have one of our drivers present;

- \$35 Drop-Off/Pick-Up Fee
- \$30/Hour or \$240/Day

Production Information

FILE REQUIREMENTS - IN-BUS SIGNAGE (POSTERS)

- Posters must be laminated and conform to the designated size - 11x17
- Deliver posters to Citibus @ 801 Texas Ave. Lubbock, TX 79401
- Advertisers are responsible for the production of artwork and posters.
 - The Advertiser or Advertising Agency reserves the right to procure services in order to create all artwork. Should the advertiser request design assistance, Citibus can provide those services for a start-up fee of \$300 and hourly rate charge of \$30/hour. The Advertiser or Advertising Agency will pay for any modifications of artwork needed for production purposes, unless it is due to the error of the vinyl printer. Citibus must approve all artwork to be produced and applied to any Citibus assets (buses, shelters, interior ads, etc.)

FILE REQUIREMENTS - VINYL (BUS EXTERIOR, IN-BUS VINYL, SHELTER VINYL)

- 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.
- Bus Vinyl: 50% of the bus exterior must remain uncovered.
- Shelter Vinyl: For safety reasons, shelter vinyl can only cover the bottom portion of the windows. However, the left hand side can be fully covered.

ARTWORK SPECS

- Citibus will provide the template of the bus exterior to use as a design guide.
- To ensure your advertisement is installed on time, please provide your vinyl artwork 2 weeks before the vinyl install date. Citibus has pre-set vinyl install dates scheduled once a month. The marketing manager will notify you of the pre-scheduled vinyl install dates.
- The Advertiser or Advertising Agency reserves the right to procure services in order to create all artwork. Should the advertiser request design assistance, Citibus can provide those services for a start-up fee of \$300 and hourly rate charge of \$30/hour. The Advertiser or Advertising Agency will pay for any modifications of artwork needed for production purposes, unless it is due to the error of the vinyl printer. Citibus must approve all artwork to be produced and applied to any Citibus assets (buses, shelters, interior ads, etc.)

BILLING

- Billing will be processed monthly
- The Install and Removal fee is due up front.
- Printing and installation prices are subject to change without notice.

Fixed Routes

Visit the Citibus schedules + maps webpage to see the routes:

<https://citibus.com/maps-and-schedules/>

SCAN ME



Bus Shelter Specifications

View the Citibus Shelter Spec Sheet

<https://citibus.com/advertising-opportunities/>

SCAN ME



*Scroll down to "Bus Shelter Ads"



Get in Touch

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