

**Advertising on The COMET Works!**

# COMET TRANSIT ADVERTISING IS BACK!

After a hiatus of a just over a year we are happy to re-introduce the advertising program. Over the past couple of years much of the fleet was replaced with all new buses.

Now with over 75 units with which your ads can be placed there is more opportunity than ever before to reach the Columbia and surrounding area markets with your message. Additional options are now available and soon we will also begin offering Bus Shelter ads!

Transit advertising works for you and it works for our local community. The market exposure for your advertisement is outstanding and everyone notices the jumbo graphics. Compared to the cost of traditional advertising such as billboards, transit advertising is a great value with much better exposure. This billboard *MOVES* so you have your message in front of nearly all demographics. Not just commuters and travelers passing through....

Transit advertising is also working to improve our community. Your advertising dollars help to maintain and expand The COMET routes. The COMET is dedicated to making the Columbia area a better place. Studies have shown that outdoor advertising just works. Bus advertising gives you the frequency and repetition your marketing campaign needs, at a fraction of the cost of print and radio.

Call SightLine Signs & Graphics today at (803) 791-1221 to get your message to the masses in a HUGE way. See the next page for our great advertising rates and options.



***Central Midlands Transit***



# The COMET 2019 EXTERIOR RATES

Contact SightLine today to discuss advertising options on The COMET and to see how bus advertising can work for you. Rates shown are per bus, per month and do not include production or installation/removal costs. Quantity discounts apply for multiple bus commitments. Availability is limited! Campaigns of less than 1 month are also available if ad space is available. Contact us today for custom quotes, custom ad sizes, questions or to reserve space today.

SightLine Signs & Graphics  
818 Williams St.  
West Columbia, SC 29169

Phone: 803.791.1221  
Email: graphics@sl-digital.com

	# of Months / 4 week periods			
	1-6	6-11	12+	
<b>King Poster</b> (30" x 144")	\$475.00	\$435.00	\$400.00	
<b>Queen Poster</b> (20" x 80")	\$325.00	\$295.00	\$265.00	
<b>Tail Poster</b> (20" x 60")	\$350.00	\$320.00	\$285.00	
<b>Mini Poster</b> (20" x 52")	\$225.00	\$195.00	\$160.00	
<b>Headliner</b> (13" x 168")	\$300.00	\$260.00	\$225.00	

## Alternate Queen Poster placement views and "Headliner Add-On".

Queen Posters have multiple bus styles and placement locations. Alternates are shown below. Please note that we are generally unable to honor requests for specific placement locations or bus types but will do our best to accommodate any special requests. Headliner ads available on certain buses for an additional cost. As an add-on to other ads, Headliner ad rates will be discounted by 50%.



**Production / Installation / Removal Charges** - Because some national advertisers have ads printed in bulk we separate production and installation / removal pricing. Price is per first unit plus each additional unit. Customer provided materials must be on industry standard BusMark, BusArt, or MetroMark vinyl. Print ready artwork required. Artwork setup and design work available for an additional cost.

<b>Installation</b>	<b>Production</b>
King Poster - \$150 + \$90 each additional	King Poster - \$250 + \$125 each additional
Queen Poster - \$150 + \$75 each additional	Queen Poster - \$135 + \$65 each additional
Tail Poster - \$125 + \$60 each additional	Tail Poster - \$120 + \$55 each additional
Mini Poster - \$110 + \$55 each additional	Mini Poster - \$105 + \$45 each additional
Headliner - \$175 + \$60 each additional	Headliner - \$165 + \$80 each additional





**2019  
Interior  
Bus  
Cards**

**Prices per 11" H x 19" W unit per month**

# Units	1-2 Months	3-5 Months	6-11 Months	12 Months
39	\$23	\$18	\$13	\$8
25	\$26	\$21	\$16	\$11
10	\$29	\$24	\$19	\$14

**Total cost per month**

#Units	1-2 Months	3-5 Months	6-11 Months	12 Months
39	\$874	\$684	\$494	\$304
25	\$650	\$525	\$400	\$275
10	\$290	\$240	\$190	\$140

**Prices per 11" H x 28" W unit per month**

# Units	1-2 Months	3-5 Months	6-11 Months	12 Months
39	\$29	\$23	\$18	\$13
25	\$32	\$26	\$21	\$16
10	\$35	\$29	\$24	\$19

**Total cost per month**

#Units	1-2 Months	3-5 Months	6-11 Months	12 Months
39	\$1102	\$874	\$684	\$494
25	\$800	\$650	\$525	\$400
10	\$350	\$290	\$240	\$190

**Posting, printing, materials not included in the interior card rates. Customer provided ad cards must be printed on a semi-rigid material such as cardstock. For SightLine to provide cards, print ready artwork required.**

**SightLine production costs are \$16 each for 19" - \$18 each for 28".**

**Flat rate charge for posting/takedown of interior ad cards of \$100 for 38, \$85 for 25, \$50 for 10. For artwork / setup please insure all critical design elements fall within an area 1/2" less than the total card size. The outer 1/4" should be considered a bleed area and may be partially covered by the ad rails.**

BASIC TERMS AND CONDITIONS - Please see additional information on the next page.

Billing is monthly and due upon receipt of invoice with Net 30 Terms.

Advertising rates are for space only. Artwork, production, installation and removal costs are not included in display rates and are due in advance of the beginning of production.

We reserve the right to reject certain advertising based on community standards or local bus system or regulatory policies or laws.

OUT-OF-SERVICE VEHICLES - Preventative maintenance, mechanical failures, and vehicle accident damage bring all buses into the garage on a random basis during their lifetime. If a vehicle is out of service for a 30-day period, or longer, we will extend the contract that amount of time at no charge to the advertiser or if preferred not invoice or even refund the display fees for that period of time. If there is damage to the advertising signage, the "at-fault" party will be responsible for reimbursement of the repairs to both the vehicle and the signage. If the vehicle is considered "totaled", we would prorate a reimbursement of the ad space costs based on the contract terms.

The COMET nor SightLine Digital, Inc. shall be liable for art, production, or other costs incurred by advertiser or its agency if advertising is rejected.





## Additional Information / FAQ

Can ads be targeted to specific routes or areas? In general this has proven to be impractical and not something we generally will offer due to multiple factors. For one, not all of the buses in the system can accept ads. Some have permanent long term full wraps, some of the smaller units do not have any sort of interior ad rails. Also with ever changing inventory, particularly on the most popular options like kings, there is often very limited inventory available making it difficult at best to try and assure some particular advertiser is on some particular route. Additionally the buses are not generally assigned to any one specific route. A bus on one particular route today might be used on a route on the other side of town tomorrow.

Will POP (proof of performance) photos of our ads be provided? Yes. We always have our installers take a few photos of the ads once they are installed. Please keep in mind, the ads must be installed when the buses are not in use which is generally late at night on weekends. As such the photos are sometimes a bit dark, taken with a smart phone camera, at difficult angles. We generally provide 3 to 5 photos of ads. If you require a separate photo of every single ad please contact us to discuss an appropriate additional cost.

One request we are seeing more of are street shots of exterior ads on the buses as they are on their routes. If this is required, please understand that this means someone is going to have to call in to the bus system dispatch office, find out what specific route the buses that have your ad are on for that day, then someone has to make a special trip into downtown Columbia, and find a safe and strategic spot (they have to consider what side the ad is on) to photograph your ad on the bus. Then they will need to sit and wait for the bus to come by and hope (what if a big 18 wheeler happens to drive by at the same time) they get a good photo. Then they need to drive to some other route to photograph another one, etc. If this is required there will be an additional fee of \$100.00 for the first bus plus \$50.00 for each additional required.

Will we sign your agencies long extravagant contract / Terms / Conditions? Sorry but no. We have seen some of these where they attempt to restrict where ads can be displayed, cannot be displayed in front of a school, cannot be displayed in the vicinity of a competitors ad, etc. We cannot control where the buses go. Many also try to specify things like what our terms are and exactly when we can invoice, etc.

Can we have a guaranteed specific date our ads will be posted or removed? Due to the fact that the majority of the buses are in use every day from early in the morning with some not getting back to the station until after midnight plus other factors beyond our control such as weather, breakdowns, etc, this is not possible. Please keep in mind that it is not easy to get installers who are willing to work from midnight until six in the morning all the time. We attempt to schedule installs and removals as soon as we can for the desired posting date. There are always going to be exception though. For example some large campaigns on multiple buses might require more than one trip get all ads installed or removed. In this scenario some of your ads might get a full week or more of display time at no cost. This also can happen at the end of a campaign giving some bonus time on the end as well. We do not begin the "official" start time for a contracted ad run until after all ads are installed.

Can we provide our own materials? Yes for standard size exterior ads like kings, queens and interior display cards. Exterior ads must be provided on industry standard Flexcon BusMark, GF MetroMark, 3M IJ36/IJ46, Mactac DigiTrans, or Avery MPI2121, transit vinyl. Interior ads are to be provided on card stock. If you are providing king posters, please provide them as ONE piece. Additionally from April 1 through November 1 all exterior ads must also have application tape applied to them or be fully vinyl laminated (not liquid laminated). Our summertime temperatures reach into the 100's making it near impossible to work with bare or just liquid laminated vinyl.