

# EZ-Rider Vinyl Wrap Program

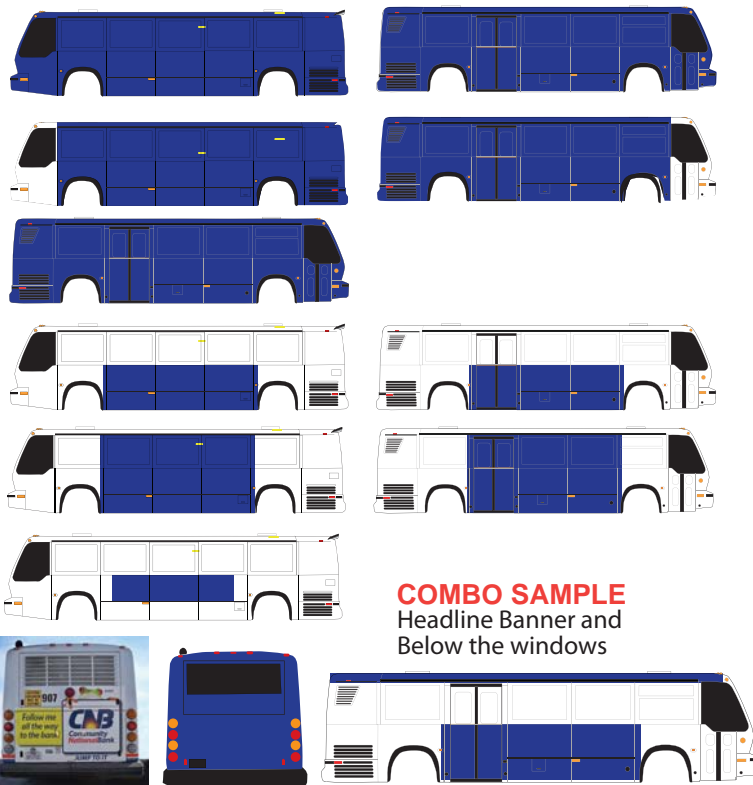
2010-2011 Price Sheet



## 35' Buses

3M Vinyl Life    Printing & Installation    Monthly Rate

<b>Full/Full</b> (bumper to bumper) both sides and rear	2 year	\$ 8,250.00	\$ 1,000
<b>Full/Short</b> (door to driver) both sides and rear	2 year	\$ 7,750.00	\$ 1,000
<b>Half Bus</b> one side only, no rear	2 year	\$ 4,450.00	\$ 700
<b>Below Windows</b> one side only, between the wheel wells no windows	2 year	\$ 1,850.00	\$ 500 <b>NEW!</b>
<b>"King Kong" Wrap</b> one side only, between the wheel wells - no rear	2 year	\$ 2,500.00	\$ 600 <b>NEW!</b>
<b>"King"</b> 33" x 144" one side only	2 year	\$ 225.00	\$300 <b>NEW!</b>
<b>Back Only</b>	2 year	\$ 750.00	\$ 500
<b>Headline Banner</b> one side only	2 year	\$ 650.00	\$300 <b>NEW!</b>



Paratransit Vans 28'	Vinyl Life	Printing & Installation	Monthly Rate
<b>Full</b> <b>NEW!</b> Both sides and rear	2 year	\$ 5,900.00	\$ 800
(passenger "box" only)	2 year	\$ 5,050.00	
Back Only	2 year	\$ 950.00	\$ 500
Each Window (10) per van	2 year	\$ 200.00	1-2 \$ 150
			3-4 \$ 125
			5-10 \$ 100
			10+ \$ 75



**Be seen  
all over  
Midland & Odessa  
with your own  
vinyl bus wrap!**

**Effective  
advertising  
that goes  
where the  
people are!**

- \* Printing and installation prices subject to change without notice. All vinyls are inspected each month to make sure they are of excellent quality and qualify for contract extension.
- \* Full design service available \$500 per vinyl wrap design
- \* Please call Val Cochran, Marketing 806-712-2011 or vcochran@citibus.com

**Midland/Odessa** has a combined population of 223,232, ranking it as the number twelve metropolitan area in Texas. **EZ Rider transit system maintains six daily routes in each city on major thoroughfares (12 routes).** From a 2009 report from the U.S. Dept. of Commerce's Bureau of Economic Analysis, per capita income was \$57,615 in Midland/Odessa which ranked sixth in the nation. **Total estimated average traffic counts** compared to out-of-home media standards is **65,800 vehicles average per city per day.** Source: Texas Department of Transportation.

Revised 09.10