



LCPT Bus Advertisement Program

On January 1, 2018, Lewis County Public Transportation, LCPT, will begin leasing space on the exterior of its two County-owned buses. There are a total of 8 advertising opportunities between the two buses and they include curb-side, street-side and rear showcase options (see Appendix).

All costs related to the sign production, installation and taxes are to be paid by the advertiser. Advertisers have the option of using a vendor of their choice and are not limited to using the pre-approved sign packages from Inkwel Graphics. LCPT has received the following price list from Inkwel Graphics in Watertown, NY:

Qty.	Item Description	Price
1	18" x 60" Corrugated Plastic Sign	\$130.00 + tax
1	12" x 22" Vinyl Decal	\$35.50 + tax
1	10" x 20" Vinyl Decal	\$35.50 + tax

2018 Lewis County Public Transportation Advertising Rates

Qty.	Location	Annual Advertising Rate
1	18" x 60" Curb-side or Street-side	\$480.00
2+	18" x 60" Curb-side or Street-side	\$400.00 for each additional sign
1	12" x 22" Rear Showcase	\$360.00
1	10" x 20" Rear Showcase	\$360.00
2+	12" x 22" and/or 10" x 20" Rear Showcase	\$300.00 for each additional sign

Each curb-side and street-side space is priced at \$480.00 for each sign. If you should choose to advertise on multiple curb and/or street-side spaces, each additional sign is only \$400.00 annually.

Each rear showcase space is priced at \$360.00 annually for each sign. If you should choose to advertise on multiple rear showcase spaces, each additional sign is only \$300.00 annually.

If you are interested in leasing space on a Lewis County Public Transportation bus, please fill out the Advertising Request Form (see Appendix) and email it to Casandra Buell at casandrabuell@lewiscounty.ny.gov.

For additional information, please contact the Lewis County Planning Department at 315-376-5919.

Sincerely,

Planner, Lewis County Planning Department and Lewis County Public Transportation



2018 Advertising Request Form

Advertiser Name: _____

Mailing Address: _____

Phone Number: _____

Contact E-mail: _____

Please indicate which spaces you are requesting to advertise on (circle all that apply):

Bus #1:	Curb-side (18" x 60")	Street-side (18" x 60")	Rear Showcase (12" x 22")	Rear Showcase (10" x 20")
Bus #2:	Curb-side (18" x 60")	Street-side (18" x 60")	Rear Showcase (12" x 22")	Rear Showcase (10" x 20")

Please identify the vendor in which will be supplying and installing your signs:

Vendor Name: _____

If you are not working with Inkwell Graphics, please provide the following vendor information:

Phone Number: _____

Contact E-Mail: _____

Once your request has been confirmed, Casandra Buell will send you validation that your leased space has been reserved along with the total estimated annual cost.

Appendix: Bus Advertisement Locations



Figure 1. Curb-side Advertising Location



Figure 2. Street-side Advertising Location



Figure 3. Rear Showcase Locations