

Yellowknife Transit Advertising Rates - 2012

Item	Size	1/2 Showing		Full Showing		Comments
		No. of Panels	4-week rate*	No. of Panels	4-week rate*	
Standard Interior Posters	11"x35"	3	\$120	6	\$240	
Super Interior Posters	11"x70"	3	\$180	6	\$360	
Exterior Seventies Poster	15"x48"	3	\$1,350	6	\$2,700	
Exterior King Poster	30"x96"	3	\$1,800	6	\$3,600	
Full Wraps		1	\$1,750	1	\$1,750	Available for 1 bus for a minimum duration of 1 year

*Rates are for space only and do not include production costs or applicable taxes.

Definitions:

- Interior Posters - Above seats inside bus
- Exterior Seventies Poster - On rear of bus below window
- Exterior King Poster - On side of bus
- Full Wrap - Entire bus - back, front and sides