



TRANSIT ADVERTISING

Includes: Reno, Sparks, and Carson City



RATES EFFECTIVE JULY 1, 2010

INFORMATION AND DETAILS

The Truckee Meadows is a fast-growing area nestled along the eastern slopes of the Sierra Nevada Mountains in western Nevada. The high desert climate and unlimited outdoor recreational activities within a fifty-mile radius draw more than 5.1 million visitors annually. Spectacular Lake Tahoe boasts the largest concentration of ski resorts in the world. Biking, camping, hunting, fishing, and mountain climbing are among the adventures available within a thirty-minute drive from Reno and Sparks. As "America's Adventure Place," the region attracts people searching for the perfect place to live, visit, or just have a great time.



The Regional Transportation Commission (RTC) provides quality public transportation throughout Reno and Sparks. RTC transit services operate on 27 bus routes, most originating at transit centers in downtown Reno or downtown Sparks. RTC RAPID is a new bus rapid transit service travelling through the busiest transit corridor in the community. RTC INTERCITY is an express commuter service between Reno and Carson City. RTC SIERRA SPIRIT is a free circulator operating between downtown Reno and the University of Nevada. RTC ACCESS utilizes a fleet of paratransit vans to provide prearranged door-to-door transportation for those who cannot ride fixed-route public transit. The RTC offers advertising on transit services.

The RTC RIDE transit system map and detailed route maps are available online. Visit rtcwashoe.com.



DISCOUNTS

Rates in this advertising kit are per bus/per month/per ad type and reflect quantity and longevity discounts applied. Non-profit organizations receive 25% off published rates. All rates are commissionable to professional advertising agencies. Non-profit and agency discounts cannot be combined. Prepayment discount of 5% available to all clients. All production is the responsibility of the advertiser. RTC will install advertising panels at no charge. Vinyl advertising installation is the responsibility of the advertiser's selected production vendor.

BUS SIZES

Buses used for advertising vary in size and model. It is imperative that advertising clients and production vendors double-check advertising sizes. Although bus sizes vary, the cost for advertising on a King, Queen or Jack space is the same for all models.

RTC ADVERTISING POLICY

RTC must pre-approve ALL advertising prior to production. RTC does not accept any advertising for alcohol, tobacco, political, social or religious messages or campaigns, or advertising designed to debate or advocate positions on unsettled issues of public concern.

RATES & SPECS

RTC RIDE

RTC RIDE is the public transit bus system of the greater Reno/Sparks area, providing residents and visitors with safe and reliable bus service. We're proud of our clean, modern bus fleet of 47 RTC RIDE coaches which operate 365 days a year. Some of the routes provide service 24 hours a day. Transit advertising on RTC RIDE will be seen by the entire community since the buses rotate among 23 routes serving Reno/Sparks.

Super King

| SIZE OF SIGN | MATERIAL | CUTOUTS* |
|----------------------------|----------------------|----------|
| 40' BUS 218" w x 100" h ** | Direct App./3M Vinyl | Limited |

* Design must allow for cutouts around objects on bus such as lights, blinkers, etc.
 ** Size for most 40' buses. Confirm size prior to production. 35' buses also feature super queens.



RATES PER BUS

| No. of Buses | Qnty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|-------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1-3 | 0% | \$578 | \$538 | \$520 | \$503 | \$486 |
| 4-10 | 5% | \$549 | \$511 | \$494 | \$478 | \$462 |
| 11+ | 10% | \$520 | \$484 | \$468 | \$453 | \$437 |

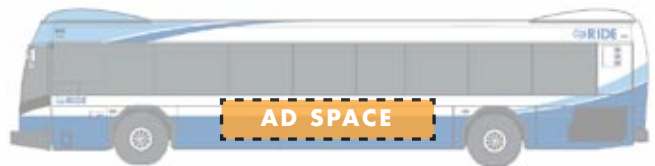
SUPER KING, STREET SIDE



King Panel

| SIZE OF SIGN | MATERIAL | VIEW AREA |
|------------------------------|-----------|-------------|
| 144" w x 30" h x 5/16" thick | Coroplast | 141" x 27"* |

*Allow 1 1/2" for frame all around sign. 1 1/2" clipped corners on all panels required.



RATES PER PANEL

| No. of Buses | Qnty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|-------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1 - 9 | 0% | \$214 | \$199 | \$193 | \$186 | \$180 |
| 10 - 19 | 5% | \$203 | \$190 | \$182 | \$177 | \$171 |
| 20 - 29 | 10% | \$193 | \$179 | \$173 | \$168 | \$162 |
| 30+ | 15% | \$181 | \$170 | \$164 | \$158 | \$153 |

KING PANEL, STREET SIDE



Super Queen

| SIZE OF SIGN | MATERIAL | CUTOUTS* |
|----------------------------|----------------------|----------|
| 40' BUS 136" w x 100" h ** | Direct App./3M Vinyl | Limited |

* Design must allow for cutouts around objects on bus such as lights, blinkers, etc.
 ** Size for most 40' buses. Confirm size prior to production. 35' buses also feature super queens.



RATES PER BUS

| No. of Buses | Qnty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|-------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1-3 | 0% | \$444 | \$413 | \$400 | \$386 | \$373 |
| 4-10 | 5% | \$422 | \$392 | \$380 | \$367 | \$354 |
| 11+ | 10% | \$400 | \$372 | \$360 | \$348 | \$336 |

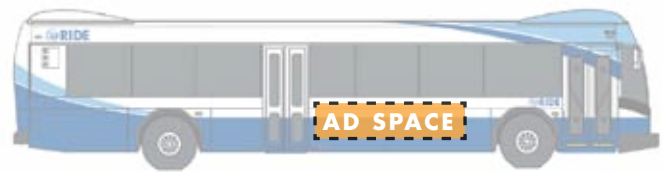
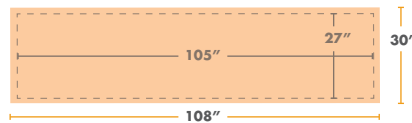
SUPER QUEEN, CURB SIDE



Queen Panel

| SIZE OF SIGN | MATERIAL | VIEW AREA |
|------------------------------|-----------|-------------|
| 108" w x 30" h x 5/16" thick | Coroplast | 105" x 27"* |

* Allow 1 1/2" for frame all around sign. 1 1/2" clipped corners on all panels required.



RATES PER PANEL

| No. of Buses | Qnty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|-------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1 - 9 | 0% | \$186 | \$173 | \$168 | \$163 | \$156 |
| 10 - 19 | 5% | \$176 | \$165 | \$159 | \$153 | \$148 |
| 20 - 29 | 10% | \$168 | \$156 | \$150 | \$146 | \$140 |
| 30+ | 15% | \$158 | \$147 | \$143 | \$137 | \$133 |

QUEEN PANEL, CURB SIDE



Super Jack

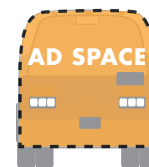
| SIZE OF SIGN | MATERIAL | CUTOUTS* |
|---------------|----------------------|----------|
| 96" w x 48" h | Direct App./3M Vinyl | Multiple |

* Design must allow for cutouts around objects on bus such as lights, blinkers, etc.

RATES PER BUS

| No. of Buses | Qnty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|-------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1-3 | 0% | \$387 | \$360 | \$348 | \$337 | \$325 |
| 4-10 | 5% | \$368 | \$342 | \$331 | \$320 | \$309 |
| 11+ | 10% | \$348 | \$324 | \$313 | \$303 | \$293 |

SUPER JACK, FULL BACK



Jack Panel

SIZE OF SIGN

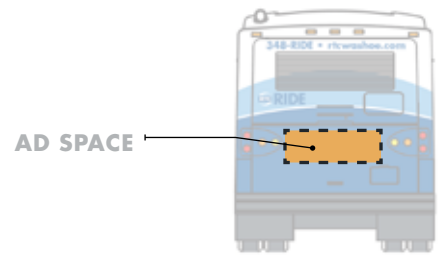
42" w x 16" h x 3/16" thick
 48" w x 16" h x 3/16" thick
 72" w x 21" h x 3/16" thick

MATERIAL

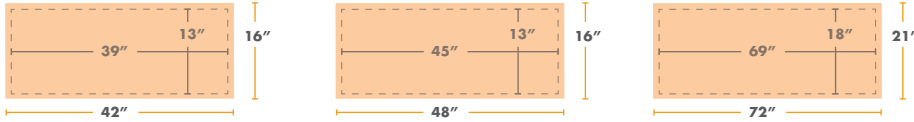
Coroplast
 Coroplast
 Coroplast

VIEW AREA

39" x 13"*
 45" x 13"*
 69" x 18"*



*Allow 1 1/2" for frame all around sign. 1 1/2" dipped corners on all panels required. Confirm size prior to production.



RATES PER PANEL

| No. of Buses | Qnty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|-------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1 - 9 | 0% | \$169 | \$157 | \$151 | \$147 | \$142 |
| 10 - 19 | 5% | \$160 | \$149 | \$144 | \$139 | \$135 |
| 20 - 29 | 10% | \$151 | \$142 | \$136 | \$132 | \$128 |
| 30+ | 15% | \$144 | \$133 | \$129 | \$125 | \$121 |

JACK PANEL, BACK



Full Wrap

SIZE OF SIGN

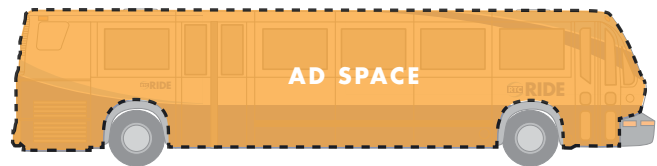
40' BUS 40' w x 102" h *
 35' BUS 35' w x 102" h

MATERIAL

Direct App./3M Vinyl
 Direct App./3M Vinyl

VIEW AREA

Guide available
 Guide available

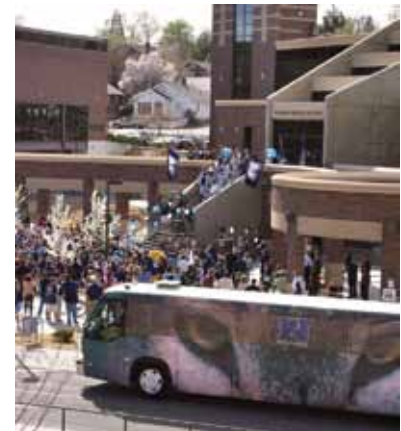


* Size for most 40' buses. Confirm size prior to production.

RATES PER BUS

| No. of Buses | Qnty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|-------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1 | 0% | \$2,000 | \$1,860 | \$1,800 | \$1,740 | \$1,680 |
| 2 | 5% | \$1,900 | \$1,767 | \$1,710 | \$1,653 | \$1,596 |
| 3+ | 10% | \$1,800 | \$1,674 | \$1,620 | \$1,566 | \$1,512 |

FULL WRAPS



INTERIOR PANELS

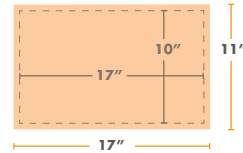
RTC RIDE RTC SIERRA SPIRIT

RTC RAPID RAPID CONNECT

Your advertising message will be seen by riders as they travel on RTC transit services. Demographic information is available from recent rider surveys. Let us help you create the right advertising mix to reach your target audience. The full fleet totals 65 buses. Interior panels can be placed on every bus, or a selected number. More than one panel can be placed on each bus as well.

Interior Panels

| SIZE OF SIGN | MATERIAL | VIEW AREA |
|---|-------------------------------|---------------|
| ALL BUSES 17" w x 11" h Full fleet = 65 buses | 70 lb. Cover, 10 mil Laminate | 17" w x 10" h |



RATES PER PANEL

| No. of Panels | Qty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1 - 9 | 0% | \$28.90 | \$26.88 | \$26.01 | \$25.14 | \$24.28 |
| 10 - 19 | 5% | \$27.46 | \$25.54 | \$24.71 | \$23.88 | \$23.07 |
| 20 - 29 | 10% | \$26.01 | \$24.19 | \$23.41 | \$22.63 | \$21.85 |
| 30+ | 15% | \$24.57 | \$22.85 | \$22.11 | \$21.37 | \$20.64 |

INTERIOR SIGNAGE

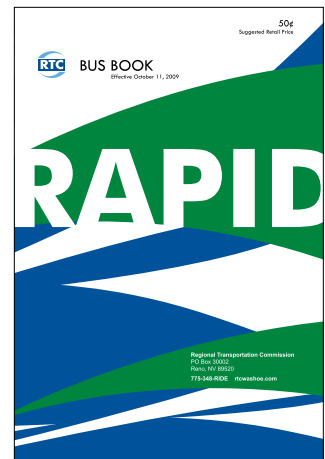


BUS BOOK

The RTC Bus Book is a comprehensive handbook on how to use transit. It has 86 pages of maps, schedules and travel information, and is used as a transit guide by locals and visitors, transit commuters, and occasional riders. Minimum of 125,000 copies distributed during a 12 month period. The Bus Book is available for 50¢ at RTC transit facilities, Pass Retailers, and from community partners throughout Reno/Sparks. Advertisers are able to geographically target their message by placing advertising near specific route maps and schedules.

ANNUAL RATES

| Space | Size | 12-Month Rate | 24-Month Rate | 36-Month Rate |
|--------------------|------------------|---------------------|---------------|---------------|
| | | Longevity discount: | 8% | 12% |
| Banner 1 | 6.5" w x 1" h | \$400 | \$736 | \$1,056 |
| Banner 2 | 6.5" w x 2" h | \$800 | \$1,472 | \$2,112 |
| Banner 3 | 6.5" w x 3" h | \$1,200 | \$2,208 | \$3,168 |
| Half Page | 6.5" w x 4.75" h | \$1,645 | \$3,027 | \$4,343 |
| Full Page | 6.5" x 9.5" | \$3,050 | \$3,050 | \$3,050 |
| Inside Color Cover | 7" w x 10.25" h | \$4,535 | \$8,344 | \$11,972 |
| Back Color Cover | 7" w x 10.25" h | \$4,535 | \$8,344 | \$11,972 |



DEADLINES

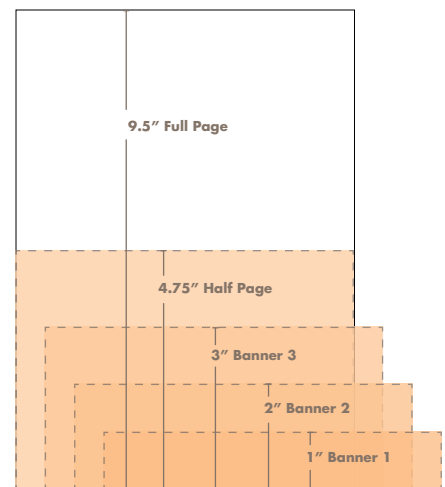
All Bus Book contracts are annual and take effect in August of each year. Space reservations are due by June 1st of each year. Artwork is due by June 15th each year.

SPECS

TIFF at full size, 300 dpi; or Illustrator, EPS file.
 All interior advertising is black & white.
 Inside Cover and Back Cover ads are CMYK 4-color process.

CIRCULATION

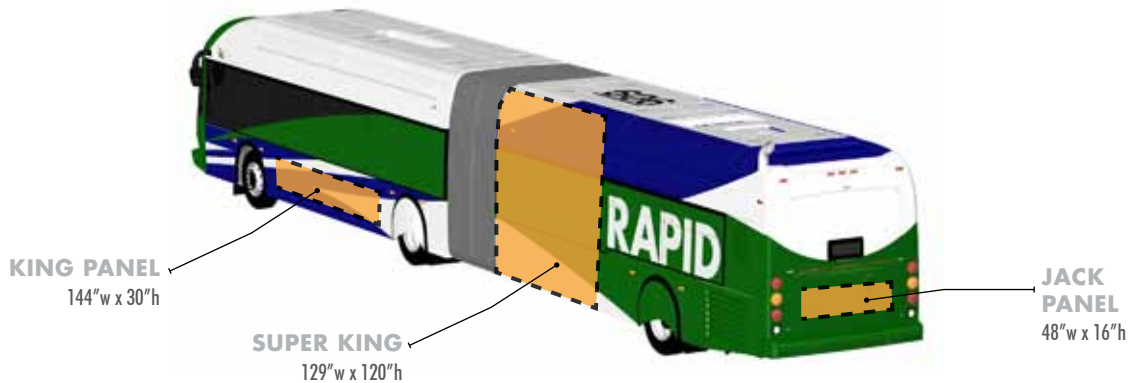
Minimum distribution of 35,000 copies every 12 months.



RATES & SPECS

RTC RAPID/RAPID CONNECT

RTC RAPID is the premier transit service for the community's busiest corridor, serving downtown Reno, large retail and business locations and prominent hotel/casino properties. RTC RAPID operates daily between the downtown Reno transit center and Meadowood transfer station every 10-12 minutes. Between the RTC RAPID stops, a booster service known as RTC RAPID CONNECT will link all stops along the Virginia Street corridor with the RTC RAPID stations.



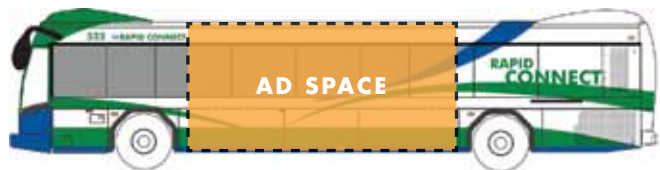
In October 2010, new sixty-foot articulated coaches will operate on the RTC RAPID route, replacing 40' RTC RAPID buses. Super kings, king panels, and jack panels will be available on the 60' coaches to fit various advertising campaigns.

RTC RAPID CONNECT buses are forty-feet in length. Super kings and queens, and king, queen, and jack panels are available. The same advertising space rates apply to RTC RAPID and RTC RAPID CONNECT.

Super King

| SIZE OF SIGN | MATERIAL | CUTOUTS* |
|-------------------------|----------------------|----------|
| 60' BUS 129" w x 120" h | Direct App./3M Vinyl | Limited |
| 40' BUS 218" w x 100" h | Direct App./3M Vinyl | Limited |

* Design must allow for cutouts around objects on bus such as lights, blinkers, etc.



RATES PER BUS

| No. of Buses | Qnty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|-------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1-3 | 0% | \$1,156 | \$1,075 | \$1,040 | \$1,005 | \$971 |
| 4-7 | 5% | \$1,098 | \$1,021 | \$988 | \$955 | \$922 |
| 8-12 | 10% | \$1,040 | \$968 | \$936 | \$905 | \$874 |

40' BUS, SUPER KING, STREET SIDE



King Panel

SIZE OF SIGN

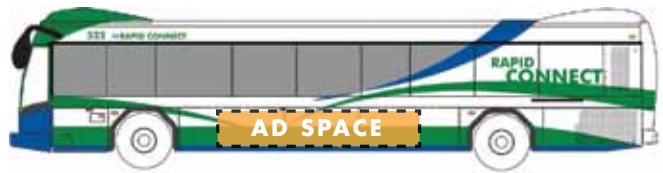
144" w x 30" h x 5/16" thick

MATERIAL

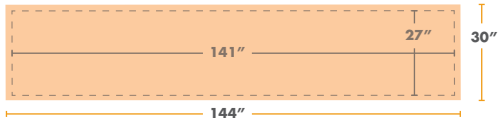
Coroplast

VIEW AREA

141" x 27"*



*Allow 1 1/2" for frame all around sign. 1 1/2" dipped corners on all panels required.



RATES PER PANEL

| No. of Buses | Qnty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|-------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1-3 | 0% | \$428 | \$398 | \$385 | \$372 | \$360 |
| 4-7 | 5% | \$407 | \$378 | \$366 | \$354 | \$342 |
| 8-12 | 10% | \$385 | \$358 | \$347 | \$335 | \$324 |

40' BUS, KING PANEL, STREET SIDE



Super Queen

SIZE OF SIGN

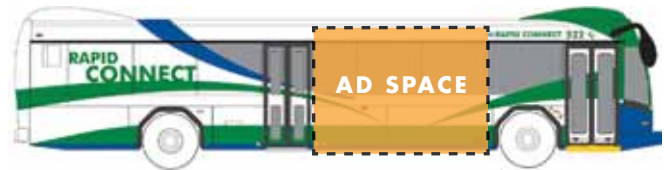
40' BUS 136" w x 100" h **

MATERIAL

Direct App./3M Vinyl

CUTOUPS*

Limited



* Design must allow for cutouts around objects on bus such as lights, blinkers, etc.

RATES PER BUS

| No. of Buses | Qnty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|-------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1-3 | 0% | \$888 | \$826 | \$799 | \$773 | \$746 |
| 4-7 | 5% | \$844 | \$785 | \$760 | \$734 | \$709 |
| 8-12 | 10% | \$799 | \$743 | \$719 | \$696 | \$671 |

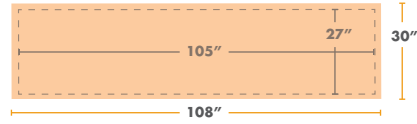
40' BUS, SUPER QUEEN, CURB SIDE



Queen Panel

| SIZE OF SIGN | MATERIAL | VIEW AREA |
|------------------------------|-----------|-------------|
| 108" w x 30" h x 5/16" thick | Coroplast | 105" x 27"* |

*Allow 1 1/2" for frame all around sign. 1 1/2" clipped corners on all panels required.



RATES PER PANEL

| No. of Buses | Qnty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|-------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1-3 | 0% | \$372 | \$346 | \$335 | \$324 | \$312 |
| 4-7 | 5% | \$353 | \$328 | \$318 | \$307 | \$297 |
| 8-12 | 10% | \$335 | \$311 | \$302 | \$292 | \$281 |

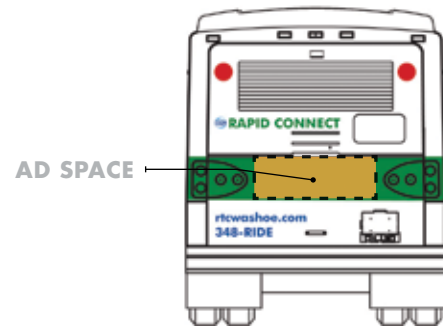
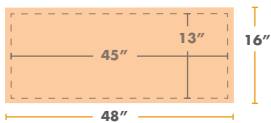
40' BUS, QUEEN PANEL, CURB SIDE



Jack Panel

| SIZE OF SIGN | MATERIAL | VIEW AREA |
|-----------------------------|-----------|------------|
| 48" w x 16" h x 3/16" thick | Coroplast | 45" x 13"* |

*Allow 1 1/2" for frame all around sign. 1 1/2" clipped corners on all panels required.



RATES PER PANEL

| No. of Buses | Qnty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|-------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1-3 | 0% | \$338 | \$314 | \$304 | \$294 | \$284 |
| 4-7 | 5% | \$321 | \$299 | \$289 | \$279 | \$270 |
| 8-12 | 10% | \$304 | \$283 | \$274 | \$265 | \$256 |

60' AND 40' BUS, JACK PANEL, REAR



RATES & SPECS

RTC SIERRA SPIRIT

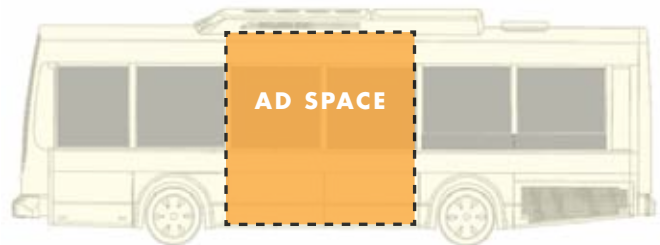
RTC SIERRA SPIRIT takes students, tourists, and residents from the University of Nevada, all around downtown, and back—FREE! These bright yellow buses operate twelve hours a day, providing 10 minute frequency. RTC SIERRA SPIRIT is a also FREE Wi-Fi “hot spot” for accessing the internet. If you want to target your advertising to the downtown Reno core, RTC SIERRA SPIRIT is the right choice.

Super King

| SIZE OF SIGN | MATERIAL | CUTOUTS* |
|-------------------|----------------------|----------|
| 106.5" w x 106" h | Direct App./3M Vinyl | Limited |

* Design must allow for cutouts around objects on bus such as lights, blinkers, etc.

SUPER KING, STREET SIDE



RATES PER BUS

| 1-Month | 6-Month | 12-Month |
|---------|----------------------------|----------|
| | Longevity discount applied | |
| | 7% | 10% |
| \$1,000 | \$930 | \$900 |

Super Queen

| SIZE OF SIGN | MATERIAL | CUTOUTS* |
|-----------------|----------------------|----------|
| 120" w x 106" h | Direct App./3M Vinyl | Moderate |

* Design must allow for cutouts around objects on bus such as lights, blinkers, etc.

SUPER QUEEN, CURB SIDE



RATES PER BUS

| 1-Month | 6-Month | 12-Month |
|---------|----------------------------|----------|
| | Longevity discount applied | |
| | 7% | 10% |
| \$850 | \$791 | \$765 |

RATES & SPECS

RTC ACCESS

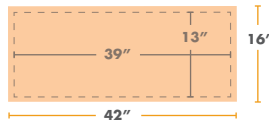
Advertise on RTC ACCESS and you will reach new customers in residential areas, shopping centers, senior centers and senior housing. Combine advertising on RTC ACCESS with advertising on RTC fixed-route coaches and your message will be seen everywhere. Your advertising will also show your support of a valuable and vital service provided to people with disabilities in our community.

- RTC ACCESS provides door-to-door paratransit services, 7 days a week, 6 am to 8 pm
- More than 238,000 rides each year and 1.2 million miles throughout Reno/Sparks
- Each van averages 2,300 miles each month
- 42% of the trips are for medical appointments
- 20% of the trips reach shopping destinations

Tail Panels

| SIZE OF SIGN | MATERIAL | VIEW AREA |
|-----------------------------|-----------|------------|
| 42" w x 16" h x 3/16" thick | Coroplast | 39" x 13"* |

*Allow 1 1/2" for frame all around sign. 1 1/2" clipped corners on all panels required.



AD SPACE



RATES PER PANEL

| No. of Buses | Qnty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|-------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1 - 9 | 0% | \$169 | \$157 | \$151 | \$147 | \$142 |
| 10 - 19 | 5% | \$160 | \$149 | \$144 | \$139 | \$135 |
| 20 - 29 | 10% | \$151 | \$142 | \$136 | \$132 | \$128 |
| 30 + | 15% | \$144 | \$133 | \$129 | \$125 | \$121 |

TAIL PANEL



RATES & SPECS RTC INTERCITY

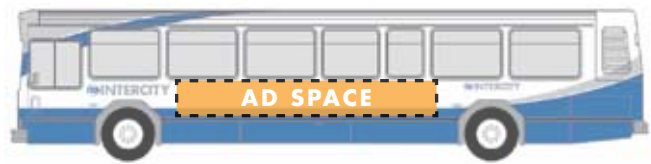
If your business is based in Carson City and you want to expand your advertising reach to Reno/Sparks residents who work in the capital, consider advertising on RTC INTERCITY. This express service operates weekdays between Reno and Carson City during the busy commute hours.

King Panel

SIZE OF SIGN **MATERIAL** **CUTOUTS ***

204" w x 30" h Direct App./3M Vinyl Limited

* Design must allow for cutouts around objects on bus such as lights, blinkers, etc.



RATES PER PANEL

| No. of Buses | Qty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1 - 3 | 0% | \$214 | \$199 | \$193 | \$186 | \$180 |



Queen Panel

SIZE OF SIGN **MATERIAL** **CUTOUTS ***

144" w x 30" h Direct App./3M Vinyl Limited

* Design must allow for cutouts around objects on bus such as lights, blinkers, etc.



RATES PER PANEL

| No. of Buses | Qty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1 - 3 | 0% | \$186 | \$173 | \$168 | \$163 | \$156 |

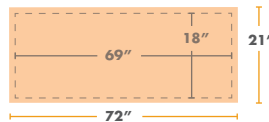


Jack Panel

SIZE OF SIGN **MATERIAL** **VIEW AREA**

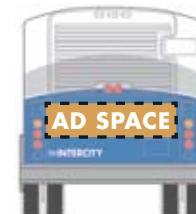
72" w x 21" h x 3/16" thick Coroplast 69" x 18"*

* Allow 1 1/2" for frame all around sign. 1 1/2" clipped corners on all panels required.



RATES PER PANEL

| No. of Buses | Qty. Disc. | 1-Month | 6-Month | 12-Month | 18-Month | 24-Month |
|-----------------------------|------------|---------|---------|----------|----------|----------|
| Longevity discount applied: | | | 7% | 10% | 13% | 16% |
| 1 - 3 | 0% | \$169 | \$157 | \$151 | \$147 | \$142 |



PRODUCTION

DELIVERY DROP OFF

THE RTC AND RTC RIDE WILL NOT ACCEPT RESPONSIBILITY for any bus panels that are not received personally by our personnel.

RTC RIDE Signature List for sign drop off: Marty Brecke, Mitch Bailey, and Mike Bradshaw



Sign Delivery Procedures

1. All vendors must call RTC's Marketing Department prior to any deliveries. If unable to reach a staff member by phone at 775.348.8990, then leave a voice mail message or send the information via fax to:

RTC Marketing Department 775.348.8999



2. All deliveries must be prescheduled and be made by 3:30 p.m., Monday through Friday, unless otherwise specified by the RTC.
3. Bus panels (jacks, queens and kings) must be left inside the bus wash area, against the east wall at the RTC bus shop, 2050 Villanova Drive in Reno. The delivery person **MUST OBTAIN A SIGNATURE** for the advertising materials. Please refer to the signature list for names of approved RTC RIDE personnel.



Vinyl Installation & Removal Procedures

1. All vinyl vendors must call the RTC's Marketing Department at 775.348-8990 to schedule an installation. **DO NOT CALL RTC RIDE.**
2. Timing is important and installations usually take place in early morning, late evening and even on the weekends. Multiple installations may require a 2-3 day schedule.
3. The removal process also requires scheduling, and the RTC will contact vendors to schedule the removal with adequate advance notice of 1-2 weeks. If the vendor delays the removal process, the client will be billed for advertising space revenue lost during the delay.

Measurements & Bus Information

It is the client's responsibility to confirm all measurements and specifications for advertising sizes and specific bus types are accurate prior to printing or production of advertising. If the vendor is unfamiliar with bus measurements, it is highly recommended a time be scheduled to see the bus and take actual measurements and notes for installation.

VENDORS

The following vendors have expressed an interest in appearing on the RTC vendor list. This list is not to be considered a recommendation to transit advertising clients. Clients are free to contract with the production company of their choosing; however, installation of vinyl advertising must be pre-approved by the RTC Marketing Department.

1. Fast Signs

Nick Steuer or Kerry Lau email: 84@fastsigns.com
Phone: 775.827.8899 Fax: 775.827.8920
1280-B East Plumb Lane, Reno, Nevada 89502

2. Ferrari Color

Phil Newman email: pnewman@ferrari-color.com
Phone: 888.312.6567 Fax: 801.415-7924
235 West 200 South, Salt Lake City, Utah 84101

3. Grafics Unlimited

Bill or Jill Pauley email: bgrafics@cs.com
Phone: 775.331.1100 Fax: 775.331.1183
1086 Greg Street, Sparks, Nevada 89431

4. Graphics House Imaging

Jennifer Schucker email: jens@ghimaging.com
Phone: 800.678.4041 x5667 Fax: 231.733.1549
2632 Peck Street, Muskegon Hts., MI 49444

5. Instant Sign Center

Dennis Boyce email: dennis@iscreno.com
Phone: 775.829.7446 Fax: 775.825.4271
770 Smithridge Drive, Suite 100, Reno, Nevada 89502

6. Julie's Sign Shoppe

Travis Landes email: thesignchicks@sbcglobal.net
Phone: 775.746-4337 Fax: 775.355-7728
4579 Longley Lane, Reno, Nevada 89502

7. Nevada Blue

Bryan Parker or Jerry Brooks email: info@nvblue.com
Phone: 775.827.4441 Fax: 775.827.4576
9738 S. Virginia Street #D, Reno, Nevada 89511

8. OSI: Office Supply & Imaging

Wayde Hanson email: wayde@osireno.com
Phone: 775.827.4343 Fax: 775.827.4344
4750 Longley Lane, Suite 103, Reno, Nevada 89502

9. Signs by Tomorrow

Sam Sheppard email: renosouth@signsbytomorrow.com
Phone: 775.853.6990 Fax: 775.853.6992
3595 Airway Drive, Suite 403, Reno, Nevada 89511

10. Sign-A-Rama

Joe Lawrence email: joe@signsreno.com
Phone: 775.324.7446 Fax: 775.324.7448
1860 Mill Street, Reno, Nevada 89502

10. Zodiac Sign Company

Forrest Aragon email: sales@zodiacsignco.com
Phone: 775.324-0799 Fax: 775.324-0799
32 Glen Carran Circle, Reno, Nevada 89431

PRODUCTION CHECKLIST

To assist you in the bidding process, please be familiar with the following:

- Type of sign that needs to be produced
- Measurements of the advertising space
- Whether or not artwork layout services are needed
- What computer platform is being used; PC or MAC
- How the artwork is accepted via disk, email and file format
- Eligibility for non-profit discounts

REACH AND IMPRESSIONS

Excluding RTC INTERCITY

Kings

(STREET SIDE) ONE MONTH

| No. of Buses | Reach | Frequency | Gross Impressions |
|--------------|-------|-----------|-------------------|
| 20 | 92.6% | 9.0 | 2,445,000 |
| 15 | 89.8% | 7.0 | 1,834,000 |
| 10 | 84.6% | 4.9 | 1,223,000 |
| 5 | 71.2% | 2.9 | 611,000 |

SIX MONTHS

| No. of Buses | Reach | Frequency | Gross Impressions |
|--------------|-------|-----------|-------------------|
| 20 | 99.1% | 50.5 | 14,670,000 |
| 15 | 98.7% | 38.0 | 11,003,000 |
| 10 | 97.9% | 25.5 | 7,335,000 |
| 5 | 95.3% | 13.1 | 3,668,000 |

TWELVE MONTHS

| No. of Buses | Reach | Frequency | Gross Impressions |
|--------------|-------|-----------|-------------------|
| 20 | 99.6% | 100.4 | 29,340,000 |
| 15 | 99.5% | 75.4 | 22,005,000 |
| 10 | 99.1% | 50.5 | 14,670,000 |
| 5 | 97.9% | 25.5 | 7,335,000 |



Queens

(CURB SIDE) ONE MONTH

| No. of Buses | Reach | Frequency | Gross Impressions |
|--------------|-------|-----------|-------------------|
| 20 | 88.5% | 6.3 | 1,630,000 |
| 15 | 84.6% | 4.9 | 1,223,000 |
| 10 | 77.4% | 3.6 | 815,000 |
| 5 | 61.2% | 2.3 | 408,000 |

SIX MONTHS

| No. of Buses | Reach | Frequency | Gross Impressions |
|--------------|-------|-----------|-------------------|
| 20 | 98.5% | 33.8 | 9,780,000 |
| 15 | 97.9% | 25.5 | 7,335,000 |
| 10 | 96.7% | 17.2 | 4,890,000 |
| 5 | 92.6% | 9 | 2,445,000 |

TWELVE MONTHS

| No. of Buses | Reach | Frequency | Gross Impressions |
|--------------|-------|-----------|-------------------|
| 20 | 99.4% | 67.1 | 19,560,000 |
| 15 | 99.1% | 50.5 | 14,670,000 |
| 10 | 98.5% | 33.8 | 9,780,000 |
| 5 | 96.7% | 17.2 | 4,890,000 |



Jacks

(TAIL/REAR) ONE MONTH

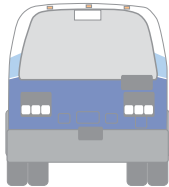
| No. of Buses | Reach | Frequency | Gross Impressions |
|--------------|-------|-----------|-------------------|
| 20 | 89.3% | 6.7 | 1,748,000 |
| 15 | 85.6% | 5.2 | 1,311,000 |
| 10 | 78.8% | 3.8 | 874,000 |
| 5 | 63.0% | 2.4 | 437,000 |

SIX MONTHS

| No. of Buses | Reach | Frequency | Gross Impressions |
|--------------|-------|-----------|-------------------|
| 20 | 98.7% | 36.2 | 10,489,000 |
| 15 | 98.1% | 27.3 | 7,867,000 |
| 10 | 96.9% | 18.4 | 5,245,000 |
| 5 | 93.1% | 9.6 | 2,622,000 |

TWELVE MONTHS

| No. of Buses | Reach | Frequency | Gross Impressions |
|--------------|-------|-----------|-------------------|
| 20 | 99.4% | 71.9 | 20,978,000 |
| 15 | 99.2% | 54.1 | 15,734,000 |
| 10 | 98.7% | 36.2 | 10,489,000 |
| 5 | 96.9% | 18.4 | 5,245,000 |



Full Wrap

(ENTIRE STREET, CURB, REAR) ONE MONTH

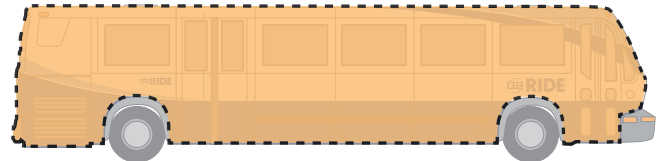
| No. of Buses | Reach | Frequency | Gross Impressions |
|--------------|-------|-----------|-------------------|
| 5 | 91.1% | 7.7 | 2,070,000 |
| 1 | 61.6% | 2.3 | 414,000 |

SIX MONTHS

| No. of Buses | Reach | Frequency | Gross Impressions |
|--------------|-------|-----------|-------------------|
| 5 | 98.9% | 42.8 | 12,421,000 |
| 1 | 92.7% | 9.1 | 2,484,000 |

TWELVE MONTHS

| No. of Buses | Reach | Frequency | Gross Impressions |
|--------------|-------|-----------|-------------------|
| 5 | 99.5% | 85.1 | 24,842,000 |
| 1 | 96.7% | 17.5 | 4,968,000 |



Reno/Sparks Market

Population Estimate for 2010: 293,000

Men: 50.3%

Women: 49.7%

Adults 18-24: 12.3%

Adults 25-34: 18.6%

Adults 35-49: 29.6%

Adults 35-54: 38.7%

Adults 55+: 30.4%

Income less than \$25,000: 16.8%

\$25,000-\$50,000: 25.1%

\$50,000-\$75,000: 21.7%

\$75,000+: 36.4%



T R A N S I T A D V E R T I S I N G



Marketing Department 775.348.8990

transitadvertising@rtcwashoe.com

rtcwashoe.com