



## LCPT Bus Advertisement Program

On January 1, 2024, Lewis County Public Transportation, LCPT, will once again lease space on two County-owned buses and one bus stop shelter. There are a total of 15 advertising opportunities available. The bus advertising locations include curbside, street-side, rear showcase, and interior showcase options (see Appendix). The bus stop shelter has a 4' x 6' advertising box that can accommodate a 44" x 60" paper poster.

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; however, in past years the following vendors have been utilized by advertisers:

**Coughlin Printing Group**  
315-376-3224  
lowville@coughlin.co

**Production Unlimited**  
315-836-1443  
blcook@thearcjslc.org

**Inkwell Graphix**  
315-788-2621  
mail@inkwellgraphix.com

### 2024 Lewis County Public Transportation Advertising Rates

Qty.	Location	Annual Advertising Rate
1	18" x 60" Curbside or Street-side	\$600.00
2+	18" x 60" Curbside or Street-side	\$550.00 for each additional sign
1	15" x 50" Curbside	\$600.00
1	12" x 22" Rear Showcase	\$450.00
1	10" x 20" Rear Showcase	\$450.00
2+	12" x 22" and/or 10" x 20" Rear Showcase	\$415.00 for each additional sign
1	10.25" x 30" Interior Showcase	\$450.00
2+	10.25" x 30" Interior Showcase	\$415.00 for each additional sign
1	44" x 60" Bus Shelter Advertising Box	\$315.00

**\*Additional bus shelter and bus wrap advertising space will be available from July 2024-June 2025.**

Each curbside and street-side space are priced at \$600.00 for each sign. If you choose to advertise on both available 18" x 60" spaces, the second sign is only \$550.00 annually. Signs for these locations should be corrugated plastic.

Each rear showcase and interior showcase space are priced at \$450.00 annually for each sign. If you choose to advertise on multiple rear showcase or interior showcase spaces, each additional sign is only \$415.00 annually. Signs for rear showcase locations should be vinyl decals. Signs for interior showcase locations should be on poster paper (no more than 1/8" thick).

The bus stop shelter space is priced at \$315.00 annually for each sign. We recommend having your advertisement printed on 10 mil HQ proofing paper or Epson ultra-photo paper.

If you are interested in leasing space on a Lewis County Public Transportation bus or shelter, please fill out the Advertising Request Form (see Appendix) and email it to Casandra Buell at [casandrabuell@lewiscounty.ny.gov](mailto:casandrabuell@lewiscounty.ny.gov). For additional information, please contact the Lewis County Planning & Community Development Department at 315-376-5919.

Sincerely,

Director, Planning & Community Development



## 2024 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 #20061:	Curb-side (18" x 60")	Curb-side (15" x 50")	Street-side (18" x 60")	Rear Showcase (12" x 22")	Rear Showcase (10" x 20")
	Interior Showcase (10.25" x 30")		Interior Showcase (10.25" x 30")		Interior Showcase (10.25" x 30")

Bus #19260:	Interior Showcase (10.25" x 30")	Interior Showcase (10.25" x 30")	Interior Showcase (10.25" x 30")
	Interior Showcase (10.25" x 30")	Interior Showcase (10.25" x 30")	Interior Showcase (10.25" x 30")

Bus Shelter: Lewis County Department of Social Services (44"x60")

Please identify the vendor which will be supplying and, if necessary, installing your signs:

Vendor Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Contact E-Mail: \_\_\_\_\_

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

## Appendix: Bus Advertisement Locations



Figure 1. Curbside Advertising Location



Figure 2. Street-side Advertising Location



Figure 3. Rear Showcase Locations



Figure 4. Interior Showcase Examples

Figure 5. Bus Stop Shelter Advertising Location

