



DESERONTO *Transit*

Advertising Opportunities

Please allow me to introduce you to several affordable advertising opportunities with Deseronto Transit. Deseronto Transit is a public transportation system operated by the Town of Deseronto. We have a variety of advertising opportunities available on the interior & exterior of our transit vehicles, in our bus depot and on select administration/promotional materials.

Our transit vehicles are highly visible; travelling on several major roadways in the region and covering a wide geographic area each day including communities in Hastings, Lennox & Addington and Prince Edward Counties. Some of these communities include Deseronto, Napanee, Belleville, Picton, and Wellington. Deseronto Transit has a diverse customer base and provides transportation to residents of all communities they travel to as well as areas in between.

These and many other aspects present a great opportunity to promote your business or organization to a wide market of potential consumers.

Many businesses and organizations have locations in more than one of the communities served by Deseronto Transit. Reduce your costs by partnering with affiliate and like businesses on advertisements.

I encourage you to take some time to review Deseronto Transit's advertising opportunities, which have been included with this package. There is a range of affordable advertising opportunities to choose from. Get the most out of your advertising dollars by taking advantage of our multiple ad discounts. If you see an option that interests you, please contact me to book your advertisement.

Thank you for your time,

Dana Valentyne
Economic Development Officer
Town of Deseronto
E-mail: dvalentyne@deseronto.ca



Advertising Form

Deseronto Transit has a range of advertising opportunities available on our transit vehicles and in our bus depot to assist you in promoting your business or organization to a wide market of potential consumers or clients. Our transit vehicles are fast becoming more recognizable and visible, as they travel through the region many times a day, to destinations including Deseronto, Napanee, Belleville, Prince Edward County, and through Tyendinaga Territory. Visit our web site at www.deseronto.ca to view our transit vehicles.

Advertising Rates:

Advertising space with Deseronto Transit is sold in one month intervals e.g. when 6 ads are purchased the advertising term is 6 months. Advertise for a term of 2 months or more and receive a **multiple purchase discount!** To reserve advertising space, write the amount of advertisements you wish to purchase in the line that corresponds to your desired ad. All advertisements are produced by Deseronto Transit. If you have a copy of your advertisement design, please provide it; otherwise please provide desired advertisement information including desired business logos/images if possible. Proofs will be sent to customer for approval prior to production of advertisement. Email advertisement design information to dvalentyne@deseronto.ca.

Ad Type	Ad Location	Ad Size	Price Per Month With Purchase of 1 Ad	Price Per Month With Purchase of 2-5 Ads (10% Discount)	Price Per Month With Purchase of 6-11 Ads (15% Discount)	Price Per Month With Purchase of 12+ Ads (25% Discount)	Ad Selection Column (Enter # of ads you wish to purchase)
Bus	Exterior (side)	32"w x 16"h	\$80.00	\$72.00	\$68.00	\$60.00	
	Exterior (rear)	12"w x 12"h	\$60.00	\$54.00	\$51.00	\$45.00	
	Interior	11"h x 17"w	\$40.00	\$36.00	\$34.00	\$30.00	
Van	Exterior (side)	24"w x 10"h	\$65.00	\$58.50	\$55.25	\$48.75	
	Exterior (Rear)	12"w x 12"h	\$50.00	\$45.00	\$42.50	\$37.50	
Bus Depot	Bulletin Board Poster	10"w x 8"h	\$10.00	\$9.00	\$8.50	\$7.50	
	Wall Poster	11"h x 17"w	\$25.00	\$22.50	\$21.25	\$18.75	
Other	Tickets/ Monthly Pass	1"w x 1"h	N/A Minimum purchase of 6 ads	N/A	Price for 6 months \$204.00	Price for 12 months \$360.00	

Advertising Term: Start Date: _____ End Date: _____
(mm/dd/yyyy) (mm/dd/yyyy)

Contact Information:

Organization/Business Name:

Contact Person: Phone:

Address:

Email: Web:

Please complete this form and return it by mail, e-mail dvalentyne@deseronto.ca or in person to the Deseronto Town Hall (331 Main St. P.O. Box 310 K0K 1X0) P: 613-396-2440. Invoices will be issued for all advertisement purchases. Ad rates do not include tax, GST will apply.

