

Colorado Springs

- The population of Colorado Springs metro statistical area 18 + adults: 416,427 (Second largest city in Colorado)
- Colorado Springs is the 48th largest city in the U.S.
- National attractions in Colorado Springs include:
 - **U.S. Olympic Training Center**
 - **Pikes Peak Mountain & Cog Railway**
 - **Garden of the Gods Visitor Center & Rock Ledge Ranch Historical Site**
 - **Broadmoor Hotel**
 - **United States Air Force Academy, Peterson United States Air Force Base, Fort Carson United States Army Base**
 - **Seven Falls Waterfalls, Cheyenne Mountain Zoo, Norris-Penrose Event Center, Glen Eyrie Castle, Cave of the Winds**
 - **Manitou Springs**
- Recent city honors:
 - **America's best city to live (ranked #1 by Outside Magazine, 2009)**
 - **Best city to raise an outdoor kid (ranked #7 by Backpacker Magazine, 2009)**
 - **Best city to find a fresh start (ranked #8 by Business Week, 2009)**
 - **First in celebrating diversity (National League of Cities, 2010)**
 - **Best place for business and careers (ranked #10 by Forbes, 2009)**
 - **Safest city for children (Top 10 Men's Health Magazine, 2010)**
 - **Allstate America's best drivers report (Allstate Top 10, 2010)**
 - **Best city for families (Top 20 from Parenting.com, 2010)**
 - **Friendliest bike city in America (Top 20 from Bicycling Magazine, 2010)**
 - **Top 100 places to live (RelocateAmerica.com, 2010)**
 - **U.S. hotspot for young, talent workers (#3 Midsize Magnet City by Next Cities TM, 2009)**
- Demographics:
 - **Median age: 34.9**
 - **Male/female percentage: 49/51**
 - **Est. median household income: \$52,984**
 - **Median housing price: \$236,700**
 - **Homeownership rate: 61%**
 - **Persons per square mile: 48.5**

Transit Advertising

BIGGER ADS, LOWER COST, VIEWED BY MORE PEOPLE.

Street Media specializes in the delivery of high-profile, attention-getting transit advertising that offers unique promotional opportunities for regional and national clients. We provide you opportunities to reach vehicle drivers/passengers, commuters, and pedestrian traffic on all major streets.

WHY BUS ADVERTISING?

- Your customers are on the go an average of 1,100 miles each month
- Buses deliver your message to a steady flow of consumers
- Rolling billboards circulating on the busiest streets all over the city
- Buses deliver high exposure to your message all day long directly at eye level
- Consumers don't have to make special effort to see your message

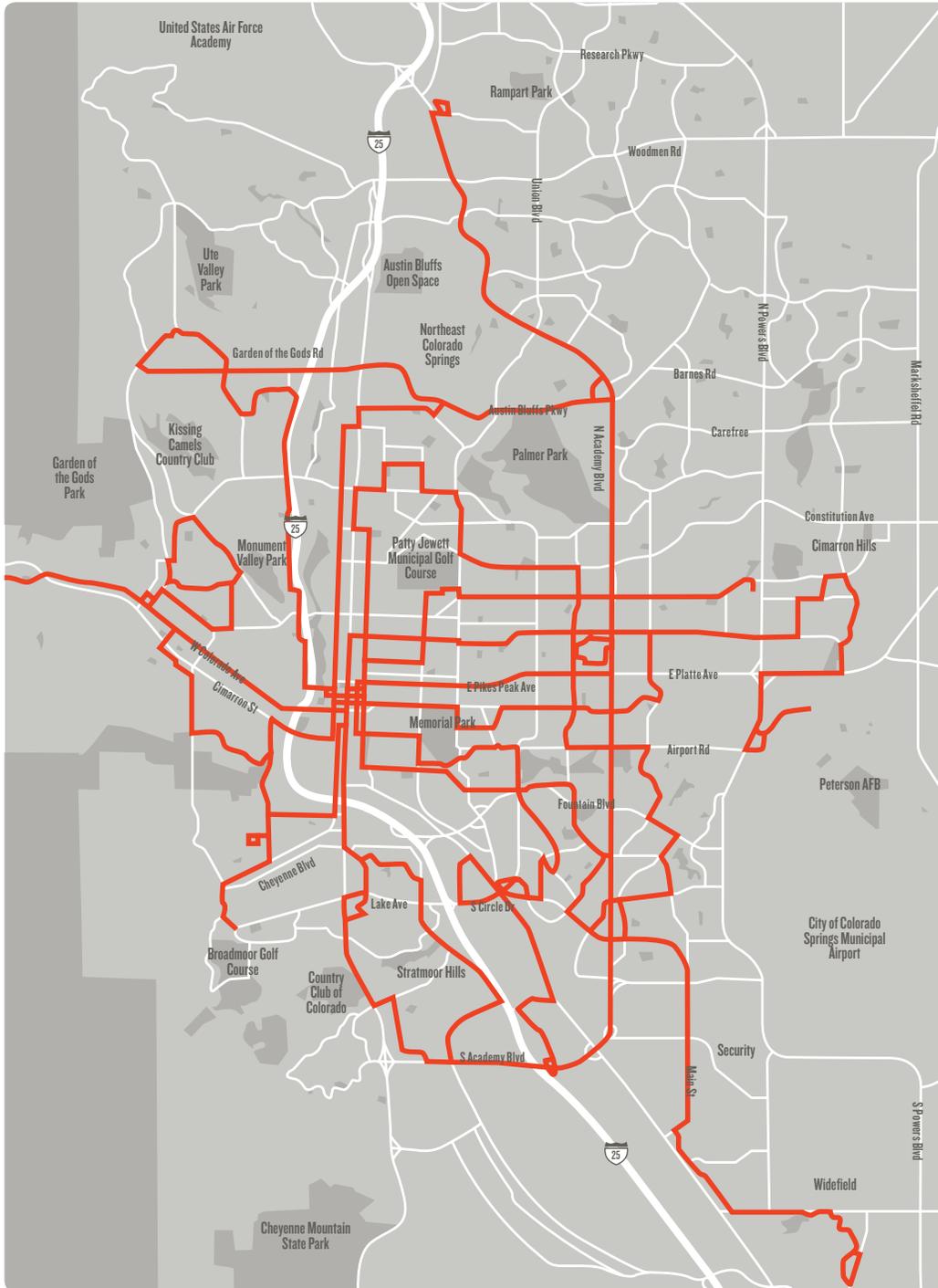


STREET MEDIA
GROUP
www.StreetMediaGroup.com

FORT COLLINS/EAGLE COUNTY
970.658.9070
5724 South College Ave • Fort Collins, CO 80525

COLORADO SPRINGS/PUEBLO
719.445.6070
3122 Karen Place • Colorado Springs, CO 80907

Bus Route Coverage COLORADO SPRINGS



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Transit Advertising Rates

COLORADO SPRINGS

1 period = 4 weeks

LOCATION	NAME	SIZE	1 PERIOD	6 PERIODS	13 PERIODS
	King (Street Side)	144" w by 30" h	\$500	\$450	\$425
	Queen (Curb Side)	88" w by 30" h	\$350	\$325	\$300
	Tail	50" w by 21" h	\$300	\$250	\$225
	Tail Wrap	Full Back of Bus	\$800	\$750	\$700
	Headliner	295" w by 12" h	\$150	\$135	\$125
	Larger than Life Wrap with panel	Custom	\$675 w/king \$500 w/queen	\$625 w/king \$450 w/queen	\$600 w/king \$400 w/queen
	King Kong Wrap	Top to Bottom, Wheel to Wheel	\$900	\$800	\$700
	Entire Bus Wrap	Full Bus	—	\$3,000	\$2,500
PRODUCTION COSTS: Are separate and the responsibility of the advertiser. Design and printing available. Call for rate information.	Inside Cards (41 minimum)	28" w by 11" h	\$20	\$20	\$20

Bus Wrap Examples



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Larger than Life Samples

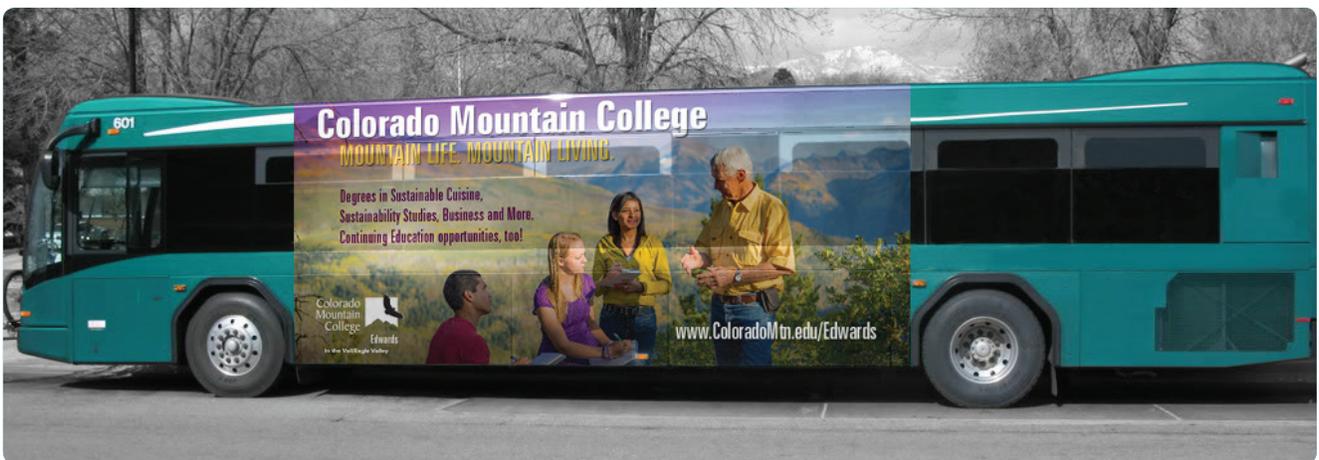


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King Kong Samples



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Bus Advertising Samples

KING PANEL



KING PANEL



QUEEN PANEL



QUEEN PANEL



TAIL PANEL



TAIL PANEL



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Curbside Billboard Advertising

- Large (4' x 6') curbside billboard advertising
- Angled towards traffic reaching commuters, pedestrians, and bus riders
- Perfect for directional or market coverage
- 24/7 Messaging to your clients
- Most locations lit at night
- Offering big and bold messages in full color



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Fullhouse Curbside Billboard Advertising

- Full station street domination
- 2 Large (4' x 6') curbside billboard advertising panels, one 2-1/2' x 8-1/2' back panel
- Angled towards both traffic flows reaching commuters, pedestrians, and bus riders
- Perfect for dominating an area, directional, and market coverage
- 24/7 messaging to your clients
- Most locations lit at night
- Offering big and bold messages in full color
- Capturing several different ideas with one overall message throughout three panels

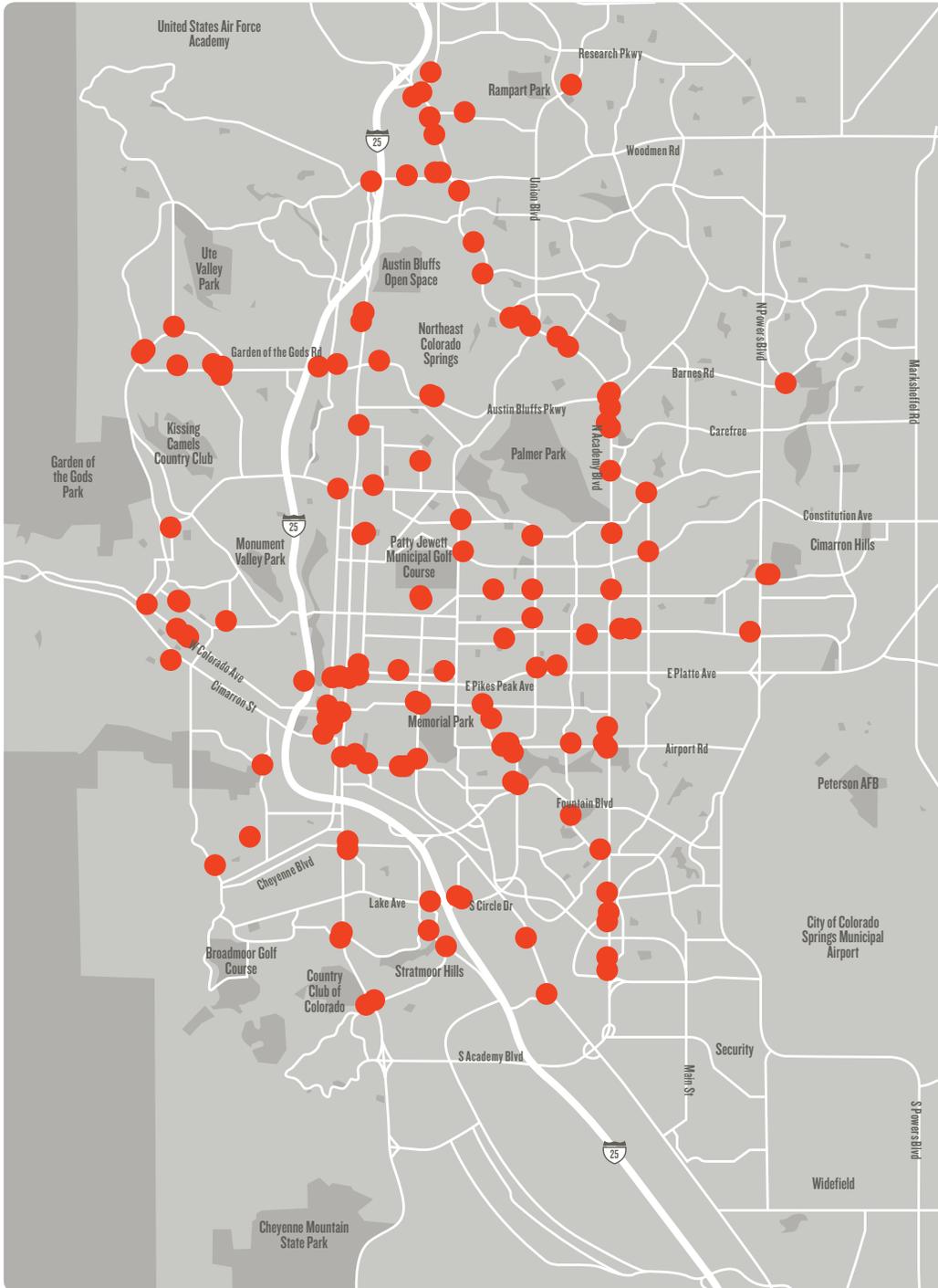


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Curbside Billboard Coverage COLORADO SPRINGS



POPULATION:
416,427

18+ ADULTS DEC (DAILY EFFECTIVE CIRCULATION = NUMBER OF PEOPLE REACHED PER DAY PER LOCATION):
17,351

25 GRP:
6 CURBSIDE BILLBOARDS
\$1800 NET PER 4 WEEKS

50 GRP:
12 CURBSIDE BILLBOARDS
\$3600 NET PER 4 WEEKS

75 GRP:
18 CURBSIDE BILLBOARDS
\$5400 NET PER 4 WEEKS

100 GRP:
24 CURBSIDE BILLBOARDS
\$7200 NET PER 4 WEEKS

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Bench Advertising

- Large (2' x 6') curbside advertising
- Angled towards traffic reaching commuters, pedestrians, and bus riders
- Perfect for directional or market coverage
- 24/7 Messaging to your clients
- Offering big and bold messages in full color

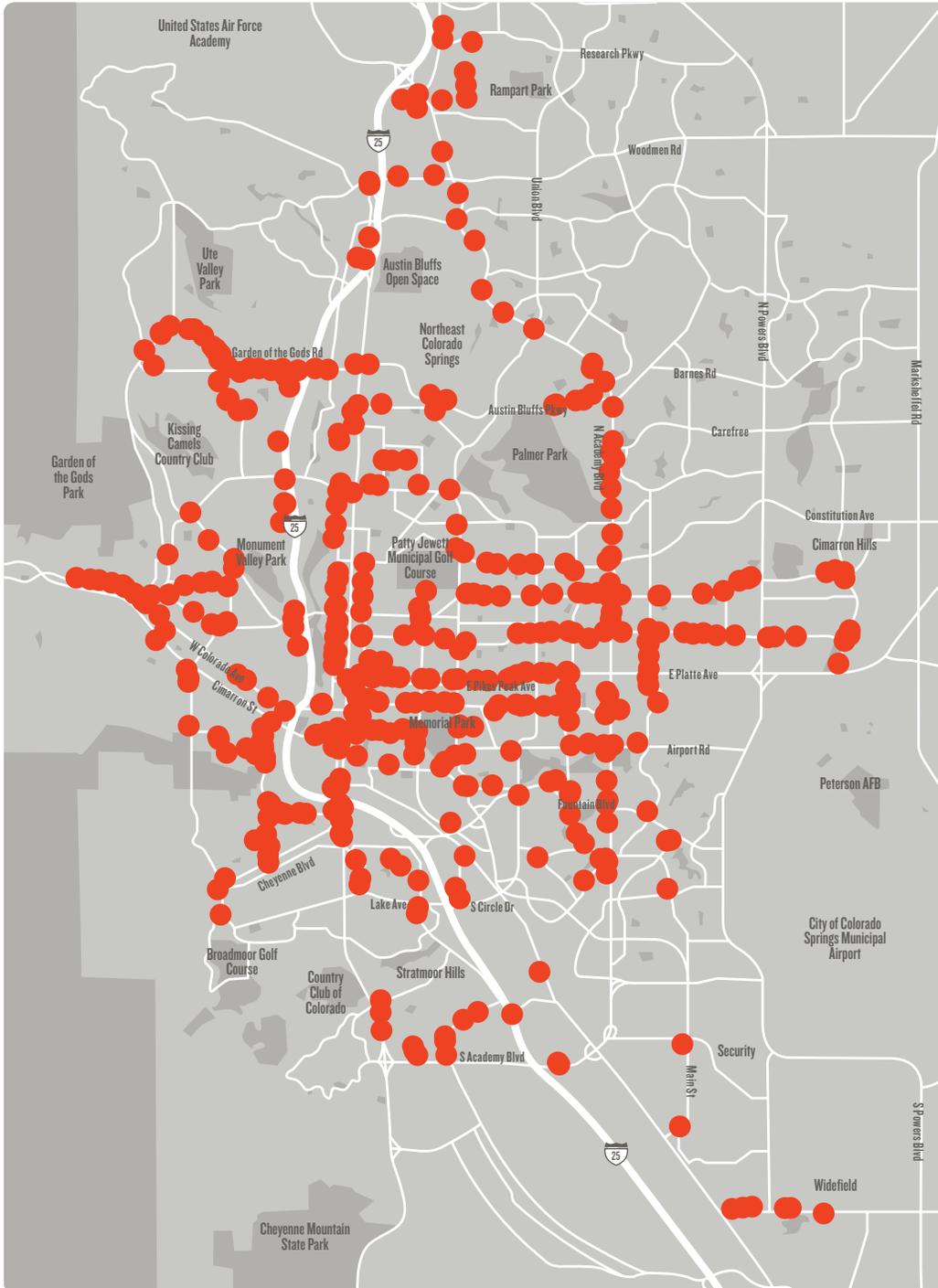


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Bench Coverage COLORADO SPRINGS



POPULATION:
416,427

18+ ADULTS DEC (DAILY EFFECTIVE CIRCULATION = NUMBER OF PEOPLE REACHED PER DAY PER LOCATION):
8,050

25 GRP:
13 BENCHES
\$1300 NET PER 4 WEEKS

50 GRP:
26 BENCHES
\$2600 NET PER 4 WEEKS

75 GRP:
39 BENCHES
\$3900 NET PER 4 WEEKS

100 GRP:
52 BENCHES
\$5200 NET PER 4 WEEKS

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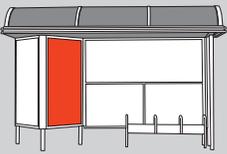
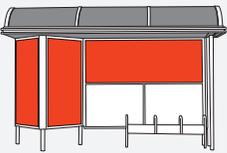
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Curbside Billboard Advertising Rates

COLORADO SPRINGS

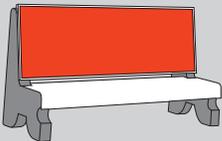
1 period = 4 weeks

LOCATION	NAME	SIZE	1 PERIOD	6 PERIODS	13 PERIODS
	Single	47" w by 68" h	\$300	\$275	\$225
	Full House	47" w by 68" h (x2) & 88.5" w by 30" h	\$500	\$450	\$400

Bench Advertising Rates

COLORADO SPRINGS

1 period = 4 weeks

LOCATION	NAME	SIZE	1 PERIOD	6 PERIODS	13 PERIODS
	Bench	72" w by 24" h	\$100	\$80	\$65

PRODUCTION COSTS: Are separate and the responsibility of the advertiser. Design and printing available. Call for rate information.

Curbside Advertising Samples

FULL HOUSE



FULL HOUSE



CURBSIDE BILLBOARD



CURBSIDE BILLBOARD



BENCH



BENCH



Art Specs

ACCEPTABLE MAC AND PC FILES

- **PSD**, Adobe Photoshop
- **INDD**, Adobe In-Design
- **AI**, Adobe Illustrator
- **PDF**, Acrobat
- **EPS**, Encapsulated Postscript
- **TIF**, Tagged Image File Format
- **JPG**, 300 dpi high resolution

SUBMITTING FILES

Please submit files via CD/DVD, zip files, email or FTP. When submitting files via FTP, use “stuff-it” or “zip” to compress large or multiple files. Please email your associate and let them know the specifics of your file, including the file name. Failure to submit artwork correctly may result in delays in the production of your creative.

RESOLUTION AND SCALE

- Your artwork requires 60 dpi at full size.
(Wide format printers are not like regular pressed and do not need raster images to be at such a high resolution).
- Typical scales are 1:10, 1:4, 1:2 and 1:1, but are not limited to these.

IMPORTANT DETAILS

- Convert all colors to CMYK (no RGB colors).
- Submit layered files when possible.
- Convert all fonts to paths (create outlines) to avoid font issues.
- Embed all linked files into the final file, or provide all linked files.
- Please provide 1/4" of bleed on all sides. Be sure to indicate a ‘live and finished’ area on the creative. When possible please submit a small jpeg or pdf, to verify the creatives with all associates.
- Upon completion a small, low res proof will be emailed to you, for content only. If the creative is color sensitive a laser, strike or press proof, will offer a more color accurate match.
- **All designs are subject to the approval of municipal authorities.**

Art Specs



PLEASE BE AWARE BUS ADVERTISING HAVE SPECIFIC SIZES AND MAY DIFFER MARKET TO MARKET.

MARKET	PRODUCT	SIZE	LIVE SIZE
COLORADO SPRINGS	Curbside Billboard	47" w by 68" h	46" w by 67" h
	Full House Back Panel	88.5" w by 30" h	85.5" w by 27.5" h
	Bench	72" w by 24" h	71" w by 23" h
	King	144" w by 30" h	141.5" w by 27.5" h
	Queen	88" w by 30" h	85.5" w by 27.5" h
	Tail	50" w by 21" h	47.5" w by 18.5" h
	Interior Card	28" w by 11" h	28" w by 11" h
	Headliner	295" w by 12" h	295" w by 12" h
	Larger Than Life	Custom	n/a
	King Kong	Top to bottom, wheel to wheel	n/a
	Full and Half Bus Wrap	Creative bus content is available for cutouts & dry mounts	

Production Rates

COLORADO SPRINGS/PUEBLO

PRODUCT	PRINTING	INSTALLATION
Bus King	\$175	\$125
Bus Queen	\$130	\$100
Bus Tail	\$120	\$80
Bus Headliner	\$175	\$120
Larger Than Life	\$500	\$500
King Kong	\$550	\$550
Tail Wrap	\$350	\$375
1/2 Wrap	\$1,250	\$1,250
Full Wrap w/Window Perf	Custom Quote	\$2,200
Full Wrap w/o Window Perf	Custom Quote	\$2,200
Interior Card	\$25	\$0
Bench	\$120	\$25
Curbside Billboard Single Panel	\$135	\$35
Curbside Billboard Back Panel	\$130	\$35