



**2022 Bus Sponsorship and Advertising Price Sheet
Bend Fixed-Route, Community Connector, and Dial-A-Ride Vehicles**

| Ad Type | Vehicle Type | Pricing Per Month Cost per Ad per month based on a 6month, 1 year or 3 year contract* |
|---------------------------------|---|---|
| Driver side of bus | Fixed Route & Community Connector Buses Demand Response Vehicles Paratransit Vans | \$300/\$250/\$225 \$275/\$225/\$200 \$250/\$200/\$175 |
| Passenger side of bus | Fixed Route & Community Connector Buses Demand Response Vehicles Paratransit Vans | \$300/\$250/\$225 \$275/\$225/\$200 \$250/\$200/\$175 |
| TAIL LIGHT – Rear of bus | Fixed Route & Community Connector Buses Demand Response Vehicles | \$200/\$150/\$125 \$175/\$150/\$100 |

* Contract pricing is per month based on the duration of the contract. Contracts that span longer in duration are less expensive per month. For example, the monthly price for one driver-side advertisement on one bus is \$225 per month if the contract spans three years or longer.

- Graphics must be approved prior to production by the Program Coordinator.
- Graphics may not be changed on buses through the life of the contract.
- Vehicle exteriors are cleaned regularly, except when temperatures go below 20 degrees
- The vehicles are in service based on published schedules.
- CET does not guarantee buses will always run on predetermined routes.
- Sponsors must fill out a sponsorship form and enter into a sponsorship agreement with COIC to advertise on CET buses.
- In-kind service provisions are a mandatory component of the sponsorship agreement to foster collaboration between agencies and partners. One example of an in-kind service is publishing social media posts that include a photo of the advertisement and promoting the message to CET customers.

Prices are for space rental only. Graphic design, production, installation, and removal costs are the responsibility of the sponsor.

Additional information about CET's Sponsorship and Bus Advertising Program can be found at <https://cascadeseasttransit.com/about/sponsorships/>