

# ADVERTISE ON PDRTA



## Get your ads moving in our community!

PDRTA is the largest Rural Transportation Authority (RTA) in South Carolina and the 3<sup>rd</sup> largest territory by square miles in the United States.

Our fleet covers **6 counties**: Florence, Darlington, Chesterfield, Marlboro, Marion and Dillon. PDRTA also reaches beyond these county lines providing service to **Myrtle Beach** on two dedicated routes.

Our 60 vehicle fleet operates on a rotating route schedule serving over 2,000 stops in the Pee Dee.

**Let us help you  
reach your  
marketing goals!**

**Contact us to find  
out more about our  
available ad space  
today!**

## MOVING BILLBOARDS



Various formats & fleet options! Lasts up to 3 years!

## STOPS, SHELTERS & MORE

1,000 stops with  
route schedule  
box ad space

Bus Shelter Side  
Panels












Interior Bus Ad  
Space

Downtown  
Florence Transit  
Center

**Questions? Visit [pdrta.org](http://pdrta.org) | Call (843) 519-0248 | Email [info@pdrta.org](mailto:info@pdrta.org)**

# Advertising Rates

	PDRTA Monthly Rate					
Large Format	3-6 Months	6-11 Months	12+ Months	Print, Install, Removal (one-time estimated fee)	Average Lead Time (graphics, print & install)	Advertising Space
Full Wrap	\$1,300	\$1,150	\$1,000	\$10,000	60-90 days	
King Kong (entire mid-panel, driver side)	\$530	\$470	\$410	\$1,200	60 days	
King Poster (under window, driver side) (20" x 140")	\$380	\$350	\$300	\$400	1 week	
Queen Poster (under window, curb side) (20" x 55")	\$250	\$225	\$200	\$250	1 week	
Tail Wrap (entire rear wrap)	\$370	\$340	\$300	\$1,200	30 days	
Tail Poster (under window) (20" x 44")	\$225	\$200	\$175	\$250	1 week	
Lower Side Wrap (lower side, curb or driver)	\$575	\$550	\$525	\$1,200	60 days	
<b>Cutaway 14'</b>	<b>3-6 Months</b>	<b>6-11 Months</b>	<b>12+ Months</b>	<b>Print, Install, Removal (one-time fee)</b>	<b>Average Lead Time (graphics, print &amp; install)</b>	
Full Wrap + Cab	\$700	\$600	\$500	\$6,000	60-90 days	
Full Wrap without Cab	\$650	\$550	\$450	\$5,000	60 days	
<b>Other Advertisement Space</b> multi-ads (10+) 50% off Monthly Rate	<b>3-6 Months</b>	<b>6-11 Months</b>	<b>12+ Months</b>	<b>Print, Install, Removal (one-time fee)</b>	<b>Average Lead Time (graphics, print &amp; install)</b>	
Small Bus Interior Card 24"L x 11"H - 1/4" top and bottom bleed	\$100	\$75	\$50	FREE	1 week	
Large Bus Interior Card 48"L x 11"H - 1/4" top and bottom bleed	\$150	\$125	\$100	FREE	1 week	
Bus Stop - Route Schedule Box 7"L x 15"H	\$150	\$125	\$100	FREE	1 week	
Bus Shelter - Single Side Panel 4'L x 5'H	\$300	\$250	\$200		30 days	
Transit Center	Rate Varies Depending on Placement/Size			Rate Varies	Varies	
Annual Map Route Schedules/Brochures	Rate Varies Depending on Placement/Size			FREE	Varies	

Graphic design not included in rates.

Production & installation one-time rate, due prior to printing advertisement.

Monthly rates due on the first Monday each month unless prepaid in advance for entire advertisement duration. If no payment received within 3 months, advertisement will be removed/disposed.

## Other Opportunities!

Covering the costs associated with providing public transportation takes support and collaboration. We rely on partnerships with local stakeholders and local match funding to secure our allocated Federal dollars to cover our 2 main expenses, capital and operational.

Capital expenses include equipment and asset purchases. Operational expenses cover service, maintenance and general administration.

When looking at Capital expenses, approximately 80% of a service expense is covered with Federal funds once 10% local and 10% state funds are contributed.

With Operational expenses, approximately 50% of a service expense is covered with Federal funds once 25% local and 25% state funds are contributed.

Local partnerships are undoubtedly the key that allows us to improve our transit system and better serve our communities in need. We look forward to continuing this alignment with our current partnerships and hope to continue growing new relationships that will help with future expansion plans.

If you would like to know more about improving our transit system through partnership and sponsorship opportunities please reach out to us at [info@pdrt.org](mailto:info@pdrt.org)

