

# Crimson Ride

# WVUA FM

The Crimson Ride serves more than two million riders on its main routes and more than 200,000 on its 348-Ride and area express buses. In a recent survey, 90% of riders remembered the ads they were exposed to while riding.



## RAIL SIGN PRICING

Pricing for all rail signs is composed of two separate charges: sign production/printing and the space cost and is priced per semester.

### Printing/Production/Installation (large bus)

11" x 30" .....	\$20 each
11" x 60" .....	\$40 each
11" x 90" .....	\$60 each

### Space Cost per Semester (large bus)

	22 buses	44 buses
11" x 30" .....	\$1,320	\$2,320
11" x 60" .....	\$2,420	\$3,620
11" x 90" .....	\$4,190	\$7,884

### Printing/Production/Installation (cutaway bus)

9.5" x 30" .....	7 buses .....	\$20 each
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### Space Cost per Semester (cutaway bus)

9.5" x 30" .....	7 buses .....	\$600
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## HANDLE SIGN PRICING

Pricing for all handle signs includes sign production/printing and the space cost and is priced per month.

### Amount Printing/Installation & Space Cost

50 handles .....	\$300
100 handles .....	\$500
150 handles .....	\$750
200 handles .....	\$900

## BUS SPECS

Large buses used for routes and charters: 44 Ads should be 11" high, but message/type cannot continue to within 3/4" of edge of sign.

Cutaway buses used for 348-RIDE, local and express uses: 7 Ads should be 9 1/2" high, but message/type cannot continue to within 1/2" of sign edge.

Handles are used on all buses. Handle image size is 5" X 2.75". The image may bleed on all sides.

All rail signs are priced per semester. Prices can be prorated by week after the beginning of the semester.

Allow up to 7 days after receipt of artwork/copy for production/proofing of the signs. Allow up to 14 business days from the final proof for production and installation of signs.

All rail and handle signs are placed randomly on buses. Placement on specific buses or routes cannot be accommodated.

## SPONSORSHIP RATES

### Spot Packages:

25-75 Spots .....	\$5/Spot
76-200 Spots .....	\$4.50/Spot
201-500 .....	\$4/Spot

### Semester Package:

500 Spot Package .....	\$1,500
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*25 spot minimum per recorded announcement*

### Specialty Show Rates

2 Mentions/show .....	\$750/Semester
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*includes tagline at end of show promo*

- All spots are :30 seconds & rates include audio production
- On-air grant announcements may contain these elements:

- Name
- Address, telephone number and/or website
- Days and hours of operation
- Social media
- Brand or trade name of the product/service
- Value-neutral descriptions of products/services
- Visual descriptions of specific products
- Product origin
- Form of delivery or method of preparation
- Non-promotional slogan

They may not mention prices, special offers, sales, comparisons or qualitative statements about businesses, products or services.

- WVUA will attempt to air acknowledgements during desired time periods whenever possible, but FCC regulations prevent the station from changing, disrupting or interrupting regularly scheduled programming for acknowledgements.

## COVERAGE MAP

### WVUA 90.7 FM

