Benefits/Specifics of Handle Advertising:
Size: 2.75”h x 5”l

- Your ad message gets exposure in each bus
- In the face of 18-24 young adults
- Downtown shuttles
- Shopping route to nearby shopping centers
- Buses run on game days for football and other sporting events
- Buses run on graduation day
Texas A&M 2013 AggieSpirit Shuttles Rate Card

Space Cost:
- 1 handle (both sides) per bus over 50-bus fleet $ 350/month (100 ads)
- 2 handles (both sides) per bus over 50-bus fleet $ 600/month (200 ads)
- 3 handles (both sides) per bus over 50-bus fleet $ 750/month (300 ads)
- 4 handles (both sides) per bus over 50-bus fleet $ 900/month (400 ads)

One-time Printing/Installation Charge:
- 100 ads $ 165.00
- 200 ads $ 250.00
- 300 ads $ 275.00
- 400 ads $ 350.00

Total Cost:
- 2 ads per bus $ 515.00
- 4 ads per bus $ 850.00
- 6 ads per bus $ 1075.00
- 8 ads per bus $ 1,250.00