



TRANSIT ADVERTISING GUIDE

Includes Reno, Sparks, and Carson City



Updated 2022



The Truckee Meadows is a fast growing area nestled along the western foothills of the Sierra Nevada Mountains in northern Nevada. The high desert climate and unlimited outdoor recreational activities within a fifty-mile radius draw more than 5.1 million visitors annually. Spectacular Lake Tahoe boasts the largest concentration of ski resorts in the world. Biking, camping, hunting, fishing, and mountain climbing are among the adventures available within a thirty-minute drive from Reno and Sparks. As “America’s Adventure Place,” the region attracts people searching for the perfect place to live, visit, or just have a great time.

The Regional Transportation Commission of Washoe County (RTC) provides quality public transportation to visitors and residents throughout Reno and Sparks. RTC transit services operates 28 bus routes, most originating at transit centers downtown Reno or downtown Sparks. The RTC RAPID and the LINCOLN LINE are Bus Rapid Transit (BRT) services traveling through the busiest transit corridors in the community. RTC RAPID serves the Virginia Street corridor and the LINCOLN LINE serves the Lincoln Highway corridor.

The RTC offers advertising on RIDE and RAPID transit services. RTC does not offer bus shelter advertising. The RTC transit system map and detailed route maps are available online at rtcwashoe.com. The system map is also available on the last page.

IMPORTANT DETAILS

Rates in this advertising guide are:

- Per bus
- Per month
- Per ad type (interior sign, queen panel, etc.)
- Reflect quantity and longevity discounts

RTC ADVERTISING POLICY

RTC must pre-approve ALL advertising prior to production. RTC does not accept any advertising for alcohol, tobacco, political, social or religious messages or campaigns, or advertising designed to debate or advocate positions on unsettled issues of public concern.

BUS SIZES

Buses are randomly assigned to routes daily and advertising cannot be designated to specific routes therefore sign sizes will be determined by bus availability at the time of the contract execution. Buses vary in size and model and so displays for advertising vary. It is imperative that advertising clients and production vendors double-check ad sizes and specifications prior to the production of any artwork.

DISCOUNTS

Non-profit organizations receive 25% off published rates. All rates are commissionable to professional advertising agencies. Non-profit and agency discounts cannot be combined. Prepayment discount of 5% is available to all clients. All production costs are the responsibility of the advertiser. RTC installs advertising panels at no charge. Vinyl advertising installation is the responsibility of the advertiser’s selected production vendor.

RTC RIDE | RATES & SPECS



FULL WRAP

Rates Per Bus

Size of sign will be determined by bus type availability.	Material — Direct App./3M Vinyl	View Area — Guide available	# of Buses	Qty Disc.	1 Month	6 Months x (\$ per month)	12 Months x (\$ per month)	18 Months x (\$ per month)	24 Months x (\$ per month)
Size for most 40' buses. Confirm size prior to production.			1	0%	\$2,400	\$2,232	\$2,160	\$2,088	\$2,016
			2	5%	\$2,280	\$2,120	\$2,052	\$1,984	\$1,915
			3+	10%	\$2,160	\$2,009	\$1,944	\$1,879	\$1,814
42'8"w x 102"									
Longevity discount applied:						7%	10%	13%	16%

RTC RIDE | RATES & SPECS



SUPER KING PANEL

Rates Per Bus

Size of sign will be determined by bus type availability.	Material — Direct App./ 3M Vinyl	Cutouts* — Limited	# of Buses	Qty Disc.	1 Month	6 Months x (\$ per month)	12 Months x (\$ per month)	18 Months x (\$ per month)	24 Months x (\$ per month)
<p>Design must allow for cutouts around objects on bus such as lights, blinkers, etc.</p> <p>Size for most 40' buses. Confirm size prior to production.</p>			1-3	0%	\$694	\$645	\$625	\$604	\$583
			4-10	5%	\$659	\$613	\$593	\$573	\$554
			11+	10%	\$625	\$581	\$563	\$544	\$525
Longevity discount applied:						7%	10%	13%	16%

RTC RIDE | RATES & SPECS



SUPER QUEEN PANEL

Rates Per Bus

Size of sign will be determined by bus type availability.	Material — Direct App./ 3M Vinyl	Cutouts* — Limited	# of Buses	Qty Disc.	1 Month	6 Months x (\$ per month)	12 Months x (\$ per month)	18 Months x (\$ per month)	24 Months x (\$ per month)
Design must allow for cutouts around objects on bus such as lights, blinkers, etc.			1-3	0%	\$533	\$496	\$480	\$464	\$448
			4-10	5%	\$506	\$471	\$455	\$440	\$425
			11+	10%	\$480	\$446	\$432	\$418	\$403
Size for most 40' buses. Confirm size prior to production.									
Longevity discount applied:						7%	10%	13%	16%

RTC RIDE | RATES & SPECS



KING PANEL

Rates Per Bus

Size of sign will be determined by bus type availability.	Material — Coroplast	View Area — 141"x27"	# of Buses	Qty Disc.	1 Month	6 Months x (\$ per month)	12 Months x (\$ per month)	18 Months x (\$ per month)	24 Months x (\$ per month)
Allow 1 1/2" of clear space for frame all around sign. 1 1/2" clipped corners on all panels required. Confirm size prior to production.			1-9	0%	\$257	\$239	\$231	\$224	\$216
			10-19	5%	\$244	\$227	\$220	\$212	\$205
			20-29	10%	\$231	\$215	\$208	\$201	\$194
			30+	15%	\$218	\$203	\$196	\$190	\$183
			Longevity discount applied:			7%	10%	13%	16%

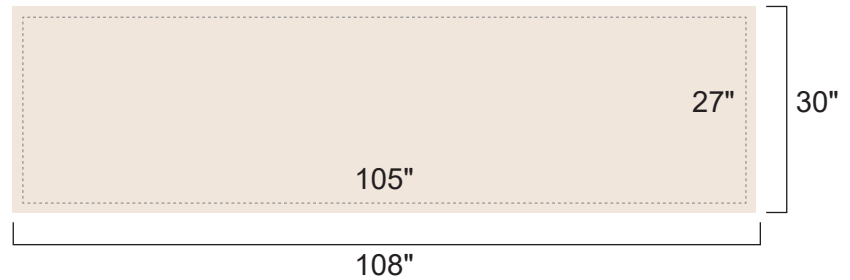


RTC RIDE | RATES & SPECS



Bus Type/Curb Side

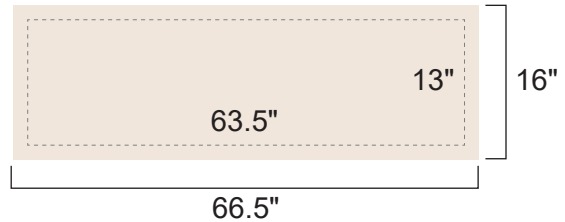
Curb Side



QUEEN PANEL

Rates Per Bus

Size of sign will be determined by bus type availability.	Material — Coroplast	View Area — 105"x27"	# of Buses	Qty Disc.	1 Month	6 Months x (\$ per month)	12 Months x (\$ per month)	18 Months x (\$ per month)	24 Months x (\$ per month)
Allow 1 ½" of clear space for frame all around sign. 1 ½" clipped corners on all panels required. Confirm size prior to production.			1-9	0%	\$223	\$207	\$201	\$194	\$187
			10-19	5%	\$212	\$197	\$191	\$184	\$178
			20-29	10%	\$201	\$187	\$181	\$175	\$169
			30+	15%	\$190	\$177	\$171	\$165	\$160
Longevity discount applied:						7%	10%	13%	16%



TAIL PANEL

Rates Per Bus

Size of sign will be determined by bus type availability.	Material — Coroplast	View Area — 63.5" x 13"	# of Buses	Qty Disc.	1 Month	6 Months x (\$ per month)	12 Months x (\$ per month)	18 Months x (\$ per month)	24 Months x (\$ per month)
Allow 1 ½" of clear space for frame all around sign. 1 ½" clipped corners on all panels required. Confirm size prior to production.			1-9	0%	\$203	\$189	\$183	\$177	\$171
			10-19	5%	\$193	\$179	\$174	\$168	\$162
			20-29	10%	\$183	\$170	\$165	\$159	\$154
			30+	15%	\$173	\$161	\$156	\$151	\$145
Longevity discount applied:						7%	10%	13%	16%



INTERIOR SIGNAGE

Rates Per Bus/Per Space

Size of Sign — Request at the time of contract	Material — .20 or .30 Styrene	View Area — Request at the time of contract	# of Spaces	Qty Disc.	1 Month	6 Months x (per month/ per space)	12 Months x (per month/ per space)	18 Months x (per month/ per space)	24 Months x (per month/ per space)
<p>Allow 1 1/2" of clear space for frame all around sign. 1 1/2" clipped corners on all panels required. Confirm size prior to production. Artwork needs to be printed Landscape Orientation.</p>			1-9	0%	\$34.68	\$32.25	\$31.21	\$30.17	\$29.13
			10-19	5%	\$32.95	\$30.64	\$29.66	\$28.67	\$27.68
			20-29	10%	\$31.21	\$29.03	\$28.09	\$27.15	\$26.22
			30+	15%	\$29.48	\$27.42	\$26.53	\$25.65	\$24.76
					Longevity discount applied.	7%	10%	13%	16%

PRODUCTION PROCESS

Delivery Drop Off : The RTC and RTC RIDE will not accept responsibility for any bus panels that are not received personally by our personnel.

PANEL DELIVERY PROCEDURES

1. All vendors must contact RTC's Transit Advertising division at transitadvertising@rtcwashoe.com prior to any deliveries.
2. All deliveries must be prescheduled and be made by 3:00p.m., Monday through Friday, unless otherwise specified by the RTC.
3. Bus panels (tails, queens and kings) must be delivered inside the bus wash area, against the east wall at the RTC Maintenance shop, 2050 Villanova Drive, Building B, in Reno. The delivery person **MUST OBTAIN A SIGNATURE** for the advertising materials from RTC RIDE personnel.

VINYL INSTALLATION & REMOVAL PROCEDURES

1. All vinyl vendors must email RTC's Transit Advertising division transitadvertising@rtcwashoe.com to schedule an installation. **DO NOT CONTACT RTC RIDE**, as they do not schedule any installs.
2. Timing is important. Installations usually take place in the late evening, Monday-Friday. Multiple installations may require a 2-3 day schedule.
3. The removal process also requires scheduling, and the RTC will contact vendors to schedule the removal with adequate advance notice of 1-2 weeks. If the vendor delays the removal process, the client will be billed for advertising space revenue lost during the delay.

SIGNAGE

Client Designed Signage

It is the client's responsibility to design and produce correctly sized signage that meets specifications as prescribed in this guide. Vendors may schedule to see the bus and take actual measurements and notes for installation.

PRODUCTION CHECKLIST

To assist you in the bidding process, please be familiar with the following:

- ___ Type of ad panel that needs to be produced
- ___ Measurements of the advertising space, including view area
- ___ Whether or not artwork layout services are needed
- ___ How the artwork is accepted via CD, FTP site, email and file format

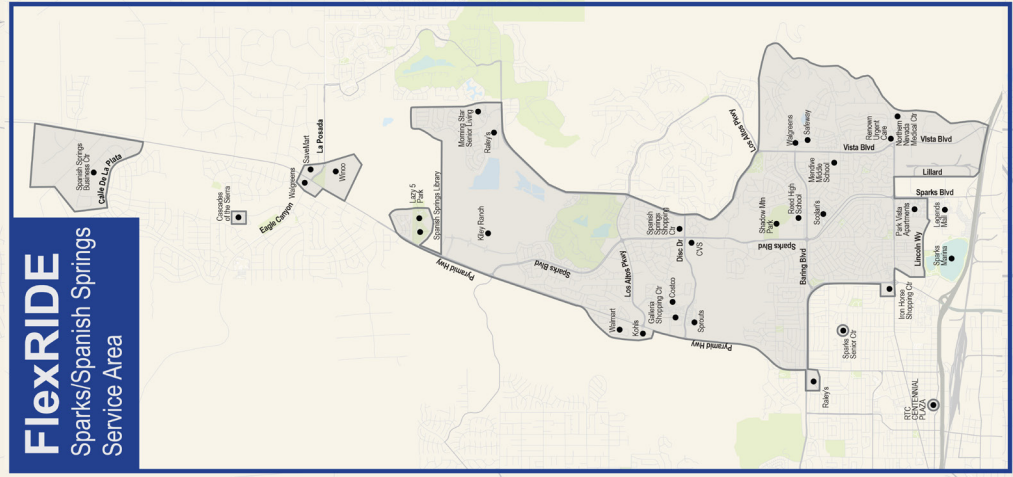
For space reservations, an updated list of recommended vendors, and more information, contact RTC Transit Advertising by phone at (775) 332-9513 or email transitadvertising@rtcwashoe.com.



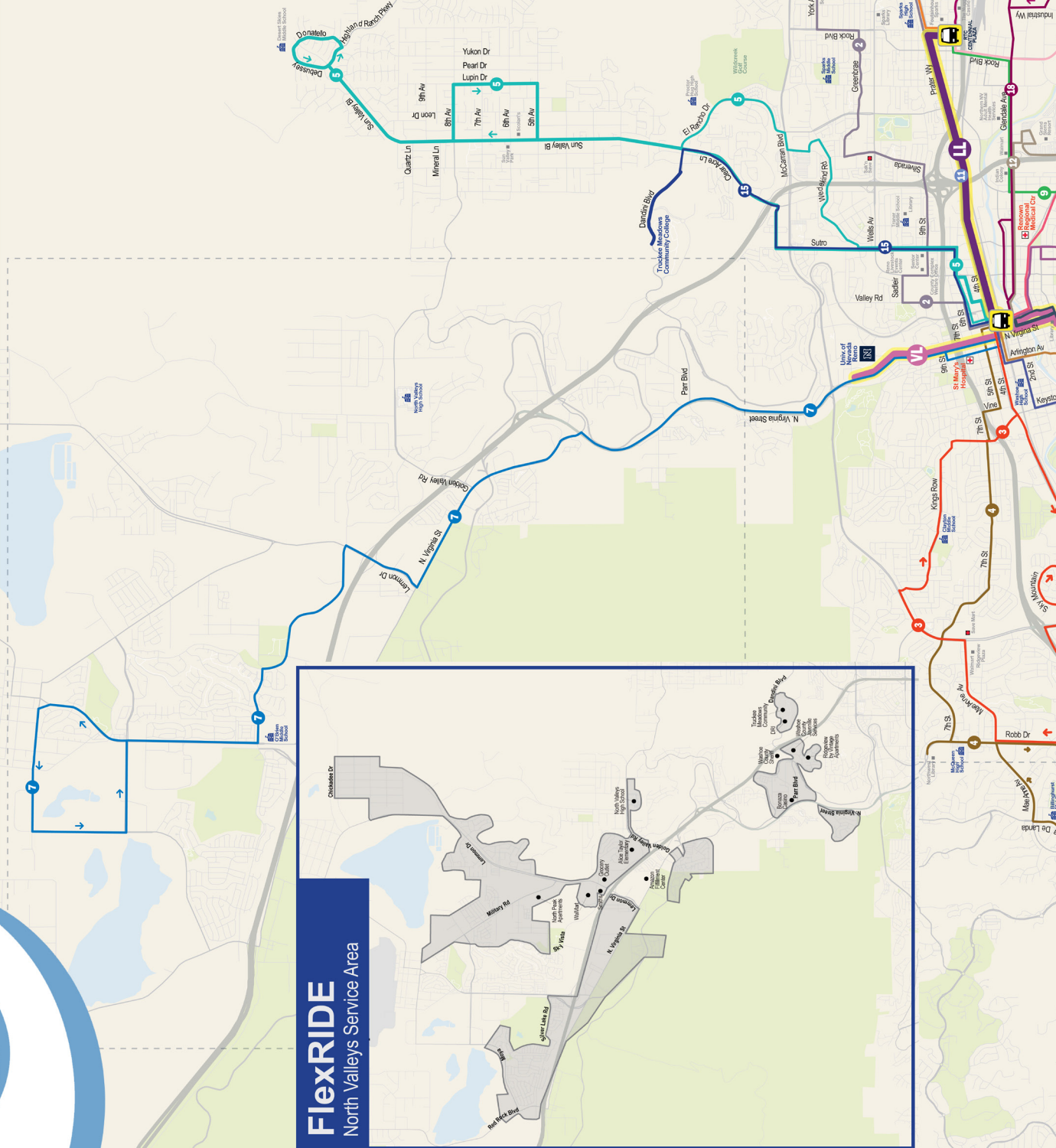
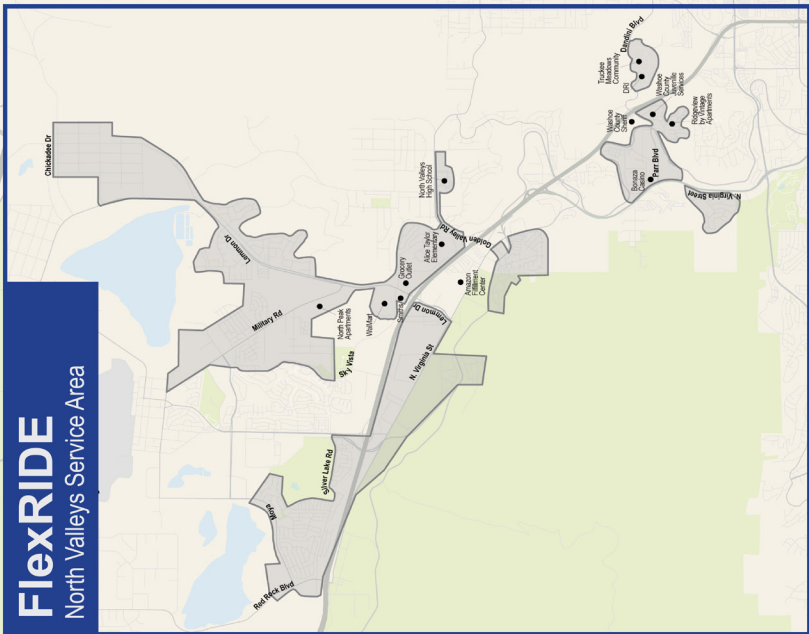
RTC WASHOE SYSTEM MAP

FALL 2022

FlexRIDE
Sparks/Spanish Springs
Service Area



FlexRIDE
North Valleys Service Area



ROUTE KEY RUTAS CLAVE

Service Guide / Guía de Servicio

RAPID Routes

- 1L** - RAPID Lincoln Line - Fourth - Prater
 - 1V** - RAPID Virginia Line - Virginia Street
- Service Every:
 10 min. 7AM-7PM weekdays / 10 min. 7AM-7PM de lunes a viernes
 12 min. 7AM-7PM weekends / 12 min. 7AM-7PM sábados y domingos

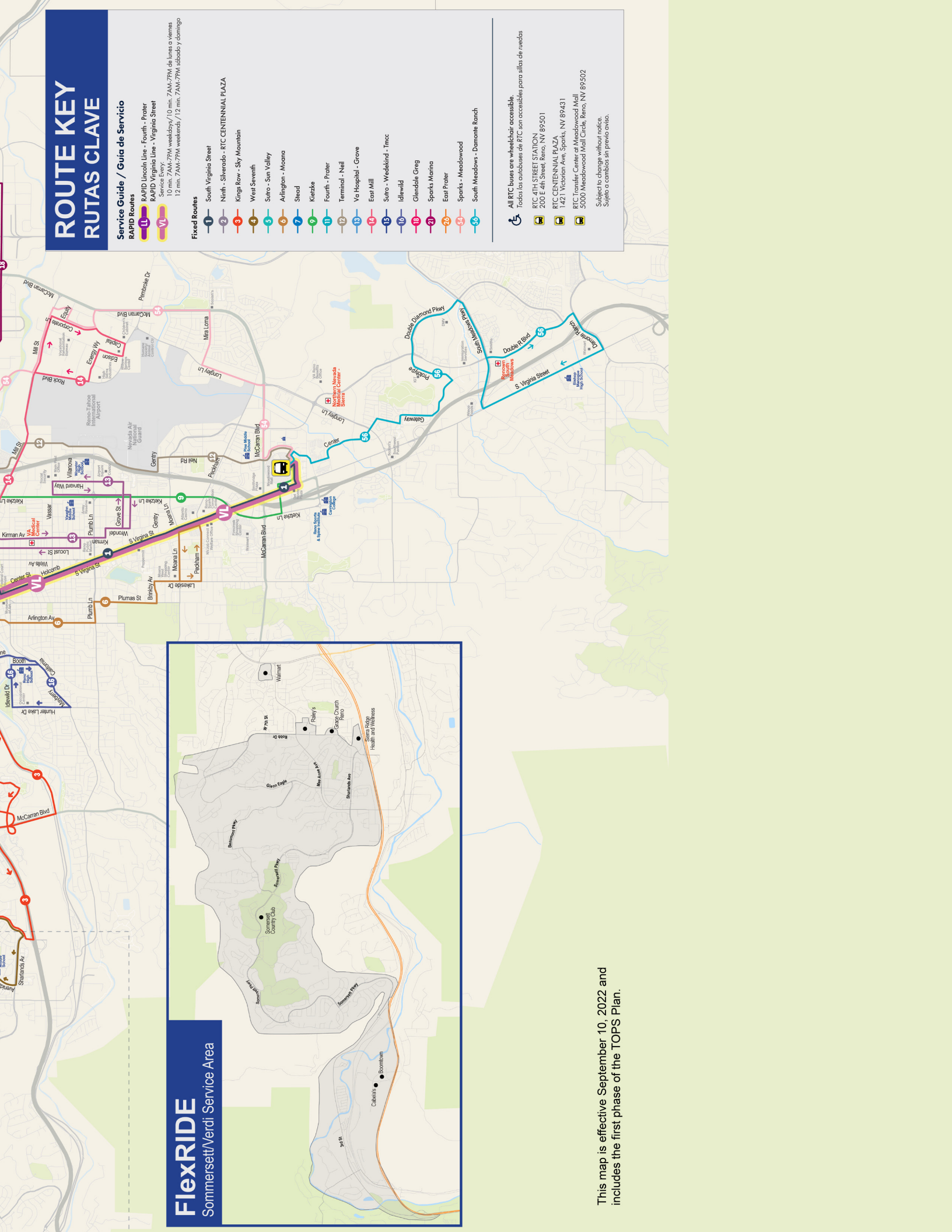
Fixed Routes

- 1** - South Virginia Street
- 2** - Ninth - Silverado - RTC CENTENNIAL PLAZA
- 3** - Kings Row - Sky Mountain
- 4** - West Seventh
- 5** - Suiro - Sun Valley
- 6** - Arlington - Moana
- 7** - Sheard
- 8** - Kietzke
- 9** - Fourth - Prater
- 10** - Terminal - Neil
- 11** - Va Hospital - Grove
- 12** - East Mill
- 13** - Suiro - Wedekind - Tmcc
- 14** - Idlewild
- 15** - Glendale Greg
- 16** - Sparks Mama
- 17** - East Prater
- 18** - Sparks - Meadowood
- 19** - South Meadows - Damonte Ranch

All RTC buses are wheelchair accessible.
 Todos los autobuses de RTC son accesibles para sillas de ruedas.

- RTC 4TH STREET STATION**
200 E 4th Street, Reno, NV 89501
- RTC CENTENNIAL PLAZA**
1421 Victorian Ave, Sparks, NV 89431
- RTC Transfer Center at Meadowood Mall**
5000 Meadowood Mall Circle, Reno, NV 89502

Subject to change without notice.
 Sujeto a cambios sin previo aviso.



FLEXIRIDE

Sommersett/Verdi Service Area

This map is effective September 10, 2022 and includes the first phase of the TOPS Plan.



Building A Better
Community Through
Quality Transportation.

rtcwashoe.com

