



Bus Shelter Advertising

With over 300 ad spaces in busy corridors on both sides of the Ohio River, advertising on TARC bus shelters gives you a great way to get your message directly to the Louisville region.

Standard Pricing

Type	Description	Cost per period*
Standard package	Reserve placement for 3 periods or less	\$450
Tier 1 package	Reserve placement for 4 or 5 periods	\$400
Tier 2 package	Reserve placement for 6 periods or more	\$350
Tier 3 package	Reserve placement for 13 periods or more	\$300

*A period is four weeks

Advertising Placements

Advertisements will need to be placed for the date ranges listed below; these apply to all shelters. Please consider these fixed periods of four weeks each when planning your ad-placement schedule.

Available 2024 Period Dates

1/1 to 1/28
1/29 to 2/25
2/26 to 3/24
3/25 to 4/21
4/22 to 5/19
5/20 to 6/16
6/17 to 7/14
7/15 to 8/11
8/12 to 9/8
9/9 to 10/6
10/7 to 11/3
11/4 to 12/1
12/2 to 12/29

Printing Costs

Advertisers can utilize TARC's contracted printing services. Pricing varies based on the amount.

All printing orders must be placed at least three weeks prior to the start of initial period.

Amount	Cost per poster	Total Cost
1 poster	\$565.00	\$565.00
3 posters	\$273.00	\$819.00
5 posters	\$210.60	\$1,053.00
10 posters	\$142.90	\$1,429.00
15 posters	\$140.60	\$2,109.00
25 posters	\$135.40	\$3,385.00
40 posters	\$111.53	\$4,461.00

If advertisers prefer to use their own printing services, all posters must be received 10 days prior to posting and shipped at advertiser expense. Posters must be shipped to:

TARC
Attn: Marketing Department
1000 W. Broadway
Louisville, KY 40203

Print and Artwork Specifications

Print Requirements

Overall

68.5"h x 47.5"w with 1/4" bleed on all four sides.

Safety Area

65"h x 44"w

Substrate

- 15 pt translucent styrene
- 8.5 mil opaline
- 7-9 mil backlit polyester film

Inks

- VOC-free materials preferred
- Weatherproof/waterproof with UV protection.

NOTE: When applicable, UV or conventional clear coat must be in compliance with product bulletin specifications of substrate and ink manufacturers.

Artwork Requirements

- Artwork must be prepared in proportion to overall size. Keep critical information within the safety area.
- Output resolution at full size must be between 80-100 ppi. For artwork prepared at the suggested scale of .5"-1", effective resolution of images in the art file should be between 160-200 ppi.
However, we would prefer your art file be sent in at 300 ppi.
- All art bleeds. Live fonts and images must be provided, and images must be saved as CMYK.

Accepted file types:

- Packaged InDesign or Illustrator files, including all linked images and live fonts.
- Print-quality PDF with fonts outlines, and all raster images provided at the target resolution, including crop marks and bleed.
- Photoshop files with bleed included, and trim/safety ares indicated within the file.

Finishing

- Produce in one piece. Trim to overall size.