

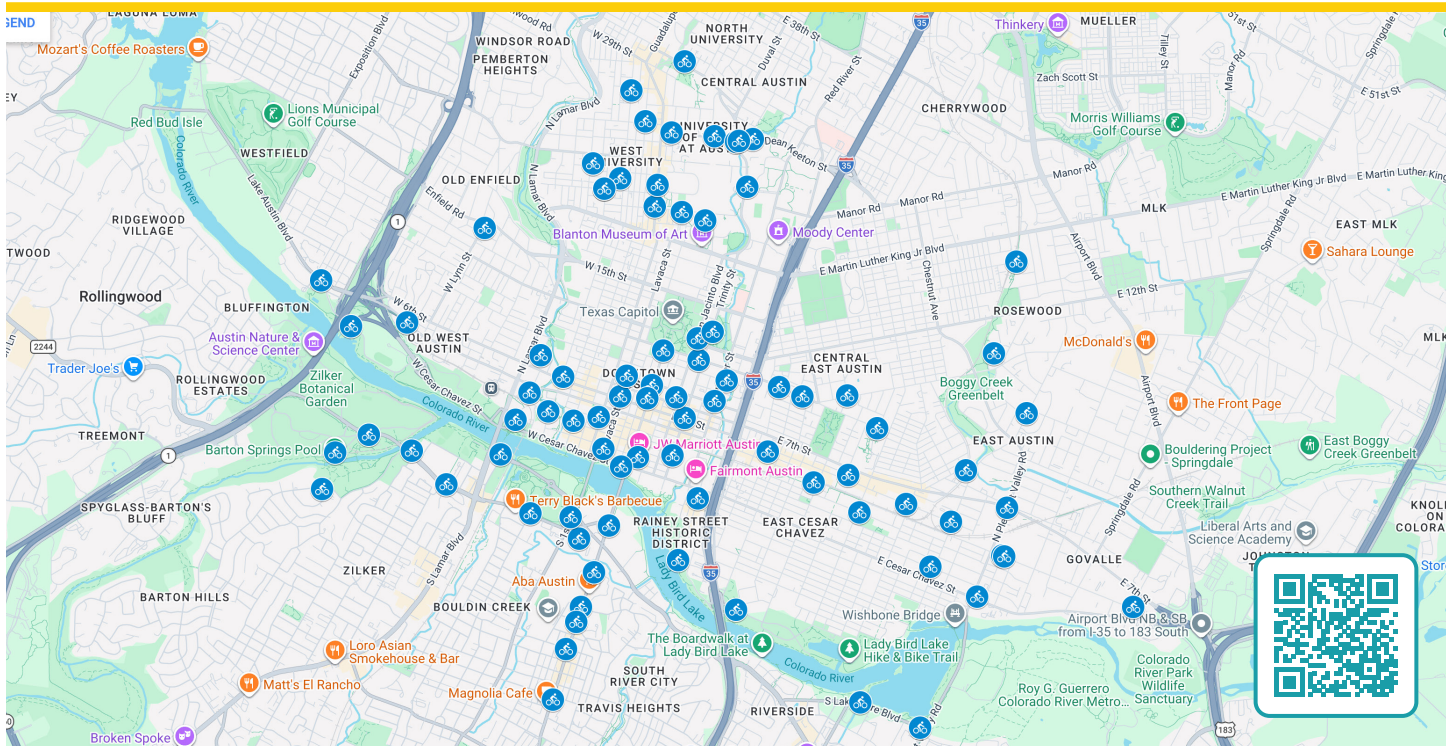
CapMetro *Bikeshare*

BIKESHARE MEDIA KIT

RATES & INFORMATION



POWERING AUSTIN ON TWO WHEELS



CapMetro operated system of e-bikes around central Austin near major transit stations

From downtown streets to campus paths, CapMetro Bikeshare puts your brand in motion where Austin lives, works and explores.

With 80+ stations and 500+ e-bikes across Austin, Bikeshare is how people explore neighborhoods, commute short distances, and turn everyday trips into experiences. Riders aren't just passing through, they're engaged and choosing a more active way to move through Austin.

Austin isn't just growing, it's moving. With a young, experience-driven population and 20 million visitors coming to Austin every year, public transit is a high-visibility opportunity for advertisers. And CapMetro Bikeshare drops your message directly into that movement.

capmetro.org/bikeshare

BIKESHARE ADVERTISING IS DIFFERENT



With up to 43,000 rides each month, Bikeshare brings consistent visibility and repeat impressions across the region.

Built for exploration: Riders use Bikeshare to discover the city—meaning your brand shows up during moments of curiosity, leisure and decision-making.

Hyper-local visibility: Stations and bikes are placed in high-traffic areas like Downtown, West Campus and UT, where foot traffic and dwell time are high.

Always in motion: Unlike static ads, bikes move your message across neighborhoods, multiplying impressions organically.

Premium audience access: 66% of residents near stations are under 35—young, mobile and tuned into experiences.

Diverse, representative riders: Bikeshare users reflect Austin's community—approximately 50% White, 25% Hispanic/Latino, 15% Black, 7% Asian and 3% other.

Wide economic reach: From students to high-income earners, Bikeshare connects with a diverse and dynamic audience, expanding your potential customer base.

If you want your brand embedded in Austin's culture, Bikeshare is your lane. It's local, it's mobile and it meets people exactly where they are: out in the city, living their lives.

PRODUCTS: BIKESHARE STATIONS



Each station includes a Sign, Kiosk, and 7-19 Bicycle Docks



SINGLE STATION SIGNAGE		
DURATION	PRICE	SUBSTRATE
4 Weeks	\$400	Coroplast
Annual	\$4,000	Coroplast

- Coroplast is the only approved substrate for station signage.
- Sign dimensions are 23.5" x 35.4375"



SINGLE STATION TAKEOVER		
DURATION	PRICE	SUBSTRATE
4 Weeks	\$1,000	Coroplast/Vinyl
Annual	\$10,000	Coroplast/Vinyl

- Includes single sided sign, kiosk sides, and docks
- Self-adhesive vinyl that is pressure-sensitive, interchangeable or removable is required. A list of approved production vendors will be supplied with your contract.
- 3M IJ3552C with 8519 overlam, 3M IJ46 with 8519 overlam, 3M IJ180c-v3 with 8519 overlam or a comparable

PRODUCTS: E-BIKES



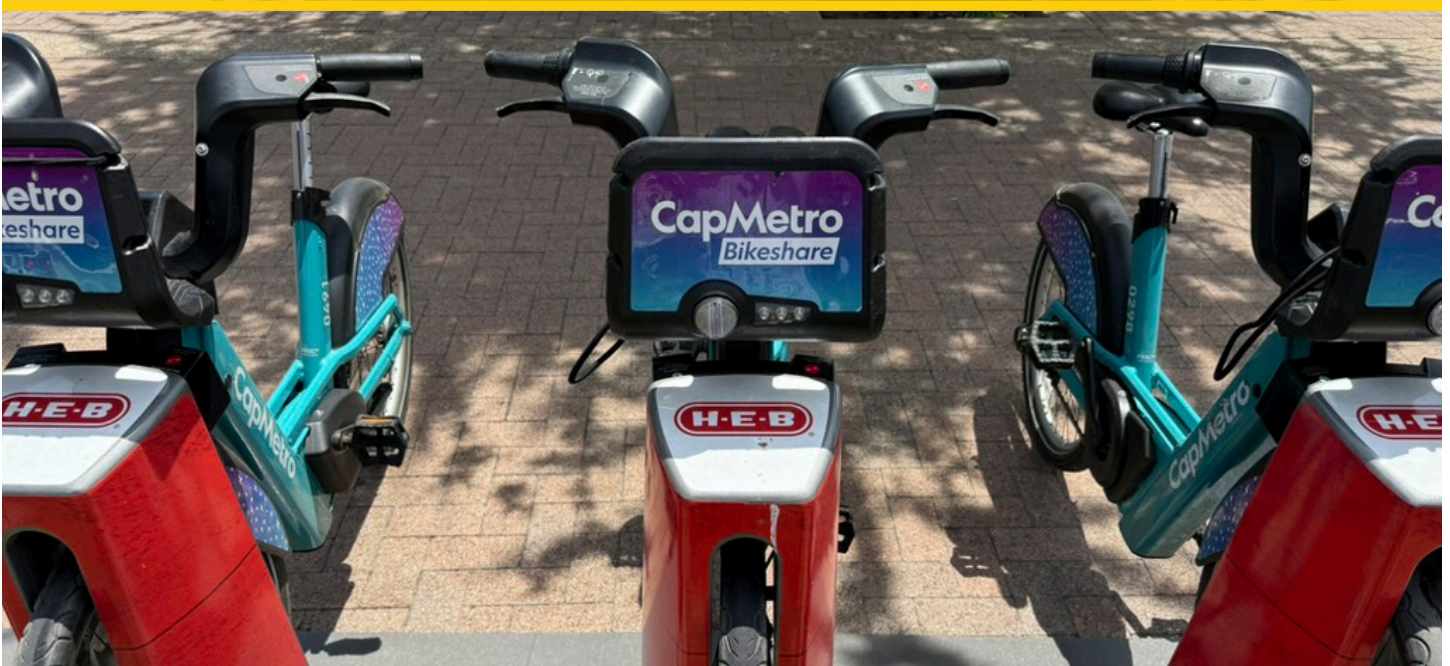
Advertisement on Basket, Back Fender, and Front Fender

SINGLE STATION SIGNAGE		
DURATION	PRICE	SUBSTRATE
6 Months	\$12,500	Vinyl
Annual	\$25,000	Vinyl

- Self-adhesive vinyl that is pressure-sensitive, interchangeable or removable is required. A list of approved production vendors will be supplied with your contract.
- 3M IJ3552C with 8519 overlam, 3M IJ46 with 8519 overlam, 3M IJ180c-v3 with 8519 overlam or a comparable



TECHNICAL SPECIFICATIONS



For best design and reproduction, design templates for each product are available upon request.

Station Signage

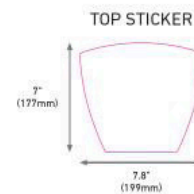
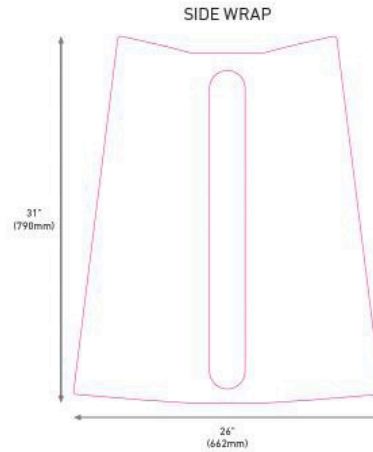
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- Sign dimensions are 23.5" x 35.4375"

Station Takeover and E-Bike Materials

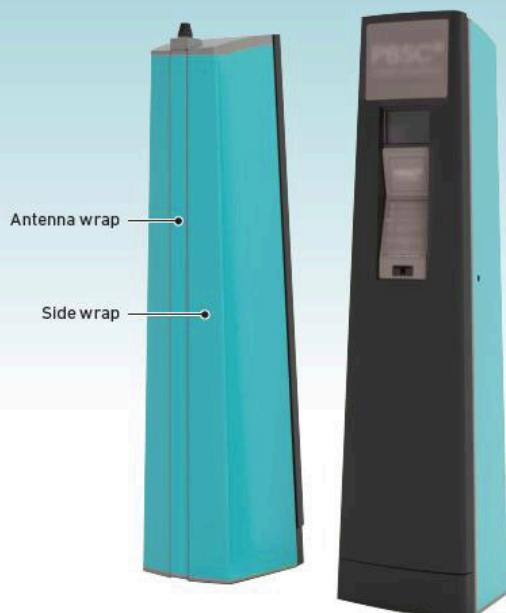
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- 3M IJ3552C with 8519 overlam, 3M IJ46 with 8519 overlam, 3M IJ180c-v3 with 8519 overlam or a comparable

TECHNICAL SPECIFICATIONS

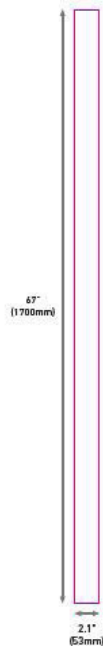
Docking Point



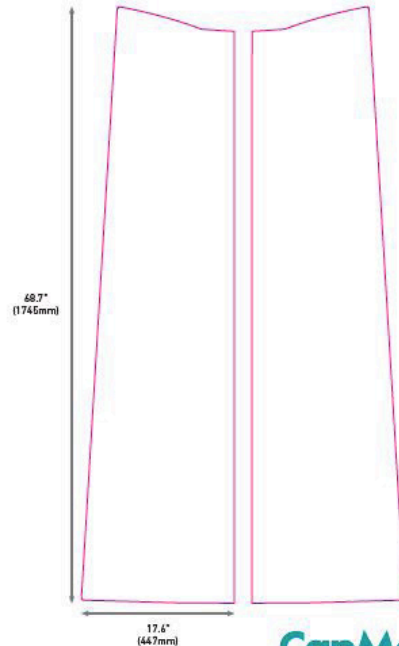
Kiosk



ANTENNA WRAP

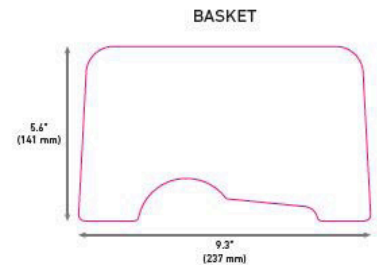
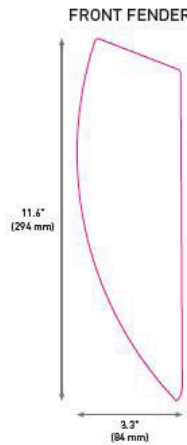
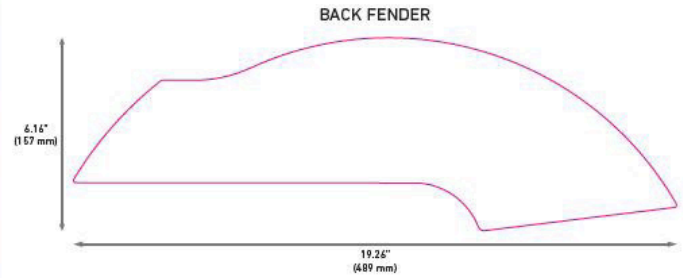


SIDE WRAP

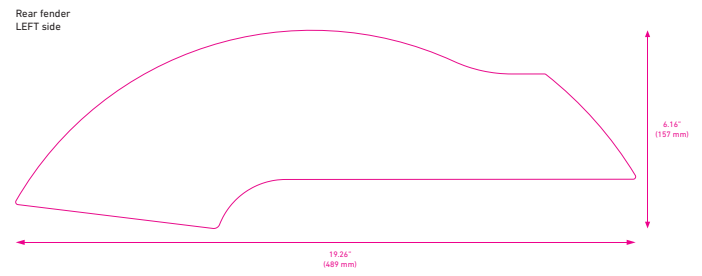
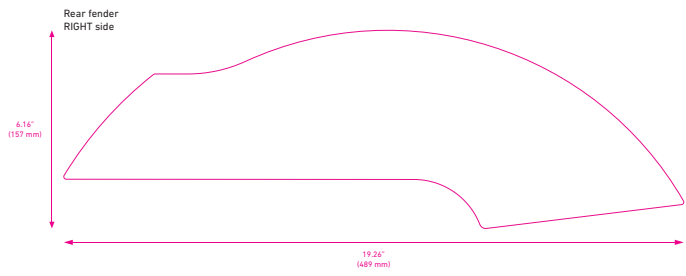
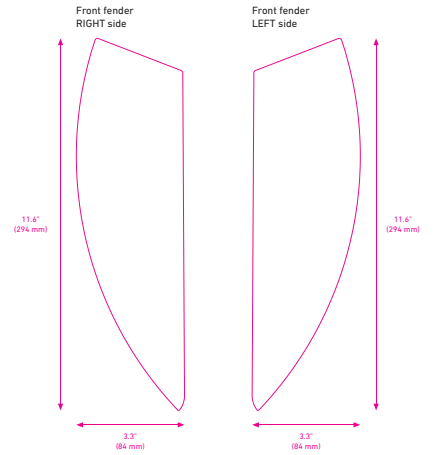
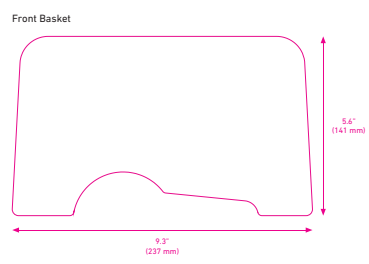
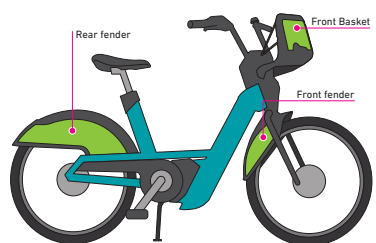


TECHNICAL SPECIFICATIONS

E-FIT Bike



CapMetro Bikeshare E-Fit Bike Decal Specs 100% Scale



TECHNICAL SPECIFICATIONS

Station Sign

