

CAPITAL METRO TRANSIT ADVERTISING

We drive more people to your business.

2019 RATES & INFORMATION





CONNECTING MILLIONS OF PEOPLE TO THE BEST OF AUSTIN.

Culture, the Capitol, cafés, UT and the art, music and street life create one of the most vibrant and energetic communities in the entire country. Our area's 2.1 million people are passionate pursuers of ideas, new experiences and generally, a great time. Add in the nearly 20 million tourists that flock to get a little of that special Austin vibe every year, and you've got an incredibly target-rich media environment. Combine that with one of the country's best transit systems – Capital Metro – and you've got **the perfect vehicle for increasing your business' sales.**

CAPITAL METRO OVERVIEW

- 400 buses with 82 routes and 2,750 stops
- Commuter-rail system with 9 stations on a 32-mile line
- 120,000+ riders transported daily (Texas' highest per capita)
- 69 percent of riders use Capital Metro 5 days a week
- Average rider: 35 years old, lived in area for 12 years
- Rider demo: Caucasian 53%, Hispanic/Latino 22%, African-American 13%, Asian 7% other 5%

AUSTIN/ROUND ROCK METRO OVERVIEW

- Among the 5 fastest growing cities in US
- Population projection: 2,170,951
- Median age: 33.5 (national average 37)
- Median income: \$75,763
- 170,000 college students
- Demo: Caucasian 38%, Hispanic/Latino 27%, African American 18%, Asian 11%, Other 1%
- Nearly 26 million visitors each year
- International Events: Formula One, SXSW (South By Southwest), Austin City Limits (ACL) music festivals, and many others

UT SHUTTLES

University of Texas Greater Campus Shuttle Routes

If you're wanting to get in touch with more than 50,000 young adults that live, study and work in the Austin area while attending the university, there's no better way to promote your business.

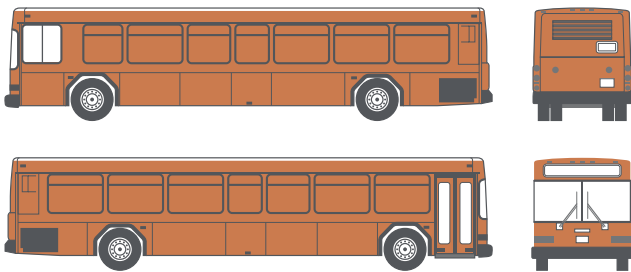
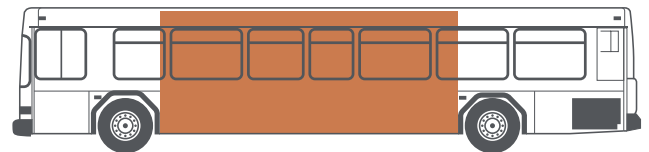
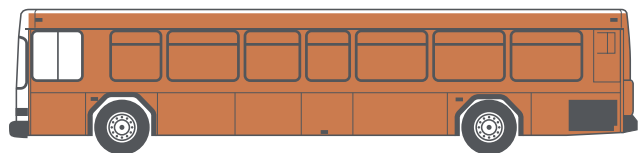
 [VIEW ROUTE MAP ►](#)

**Ads posted on the UT Shuttle fleet require the review of the University of Texas for approval.*



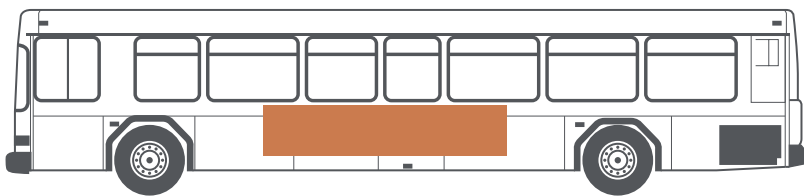
UT SHUTTLES ADVERTISING TYPES

PACKAGE	SHOWING	BUS SIZE	AD SIZE	UNITS	STANDARD RATE	PEAK RATE (SXSW, ACL FEST, F1)	INSTALLATION FEE
FULL WRAP	—	40'	See Template	1	\$3,850	\$4,812	\$2,100
	—	35'	See Template	1	\$3,630	\$4,535	\$2,100
FULL SIDE	—	40'	See Template	1	\$2,200	\$2,750	\$690
	—	35'	See Template	1	\$2,090	\$2,612	\$690
KING KONG	—	40'	See Template	1	\$1,078	\$1,348	\$540
	—	35'	See Template	1	\$1,001	\$1,252	\$540
KONG	—	40'	See Template	1	\$745	\$935	\$210
	—	35'	See Template	1	\$690	\$865	\$210

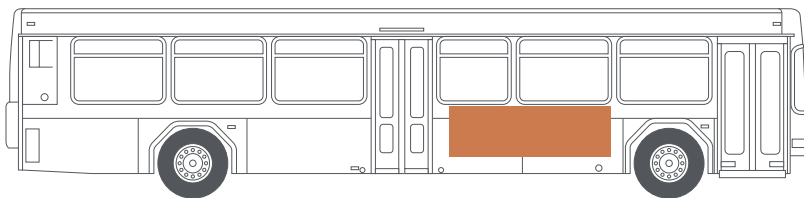
**FULL WRAP****KING KONG****FULL SIDE****KONG**

UT SHUTTLES ADVERTISING TYPES

PACKAGE	SHOWING	BUS SIZE	AD SIZE	UNITS	STANDARD RATE	PEAK RATE (SXSW, ACL FEST, F1)	INSTALLATION FEE
KING	—	—	144"x30"	1	\$429	\$540	\$38
	25	—	144"x30"	49	\$17,868	\$22,335	\$1,862
	50	—	144"x30"	98	\$35,736	\$44,670	\$3,724
QUEEN	—	—	96"x30"	1	\$385	\$485	\$24
	25	—	96"x30"	49	\$16,036	\$20,045	\$1,176
	50	—	96"x30"	98	\$32,072	\$40,090	\$2,352
INTERIOR SIGNS	—	—	28"x11"	—	\$30	\$38	\$3



KING



QUEEN



INTERIOR SIGNS

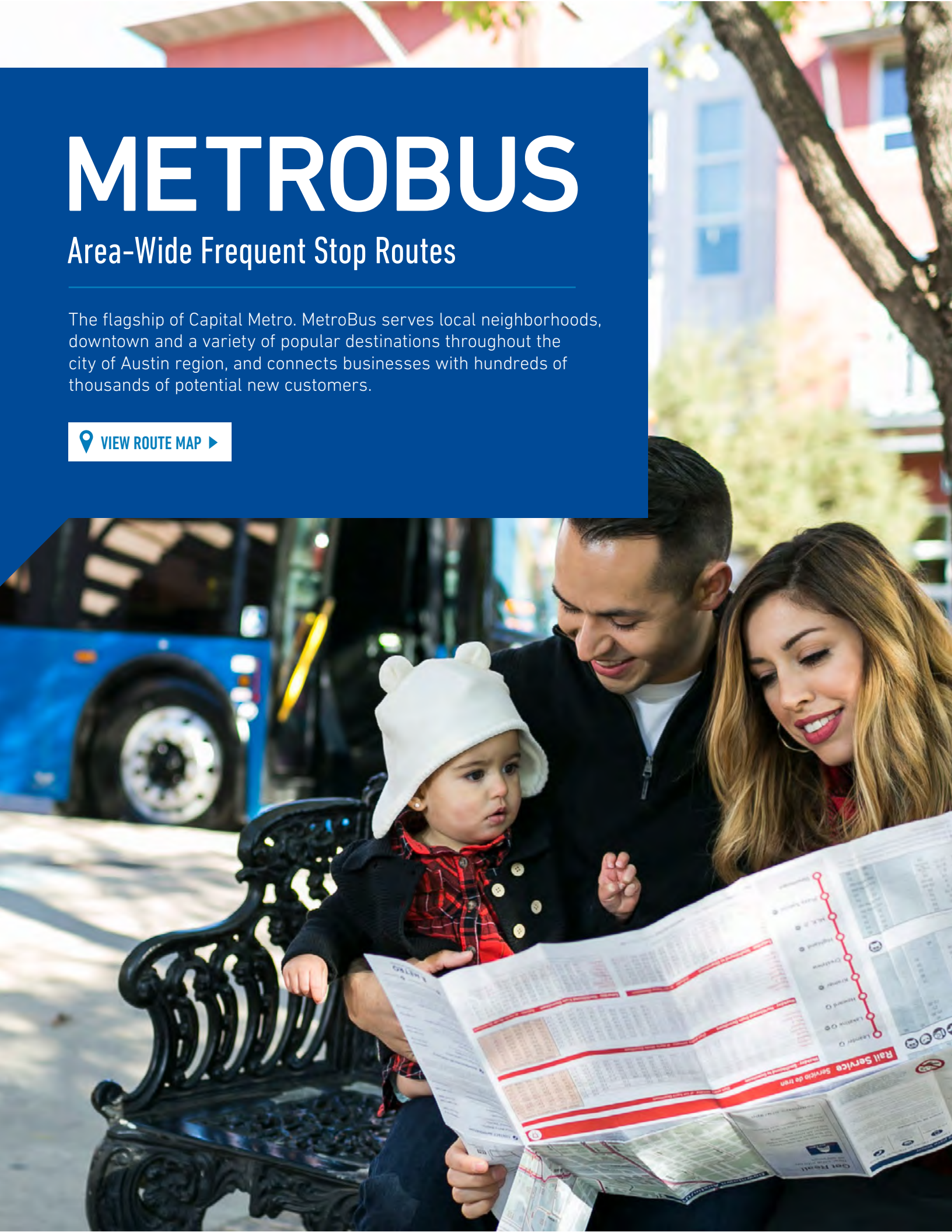


METROBUS

Area-Wide Frequent Stop Routes

The flagship of Capital Metro. MetroBus serves local neighborhoods, downtown and a variety of popular destinations throughout the city of Austin region, and connects businesses with hundreds of thousands of potential new customers.

 [VIEW ROUTE MAP ▶](#)



METROBUS ADVERTISING TYPES

PACKAGE	SHOWING	BUS SIZE	AD SIZE	UNITS	STANDARD RATE	PEAK RATE (SXS, ACL, FEST, F1)	INSTALLATION FEE
FULL WRAP	—	40'	See Template	1	\$3,850	\$4,812	\$2,100
	—	35'	See Template	1	\$3,630	\$4,535	\$2,100
FULL SIDE	—	40'	See Template	1	\$2,200	\$2,750	\$690
	—	35'	See Template	1	\$2,090	\$2,612	\$690
KING KONG	—	40'	See Template	1	\$1,078	\$1,348	\$540
	—	35'	See Template	1	\$1,001	\$1,252	\$540
KONG	—	40'	See Template	1	\$745	\$935	\$210
	—	35'	See Template	1	\$690	\$865	\$210
KING	—	—	144"x30"	1	\$429	\$540	\$38
	25	—	144"x30"	49	\$17,868	\$22,335	\$1,862
	50	—	144"x30"	98	\$35,736	\$44,670	\$3,724
	75	—	144"x30"	147	\$47,300	\$59,125	\$5,586
	100	—	144"x30"	196	\$63,063	\$78,830	\$7,448



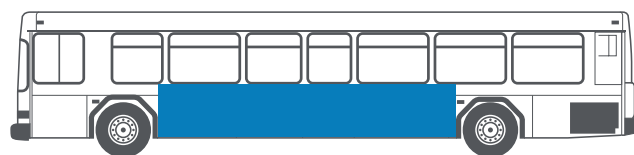
FULL WRAP



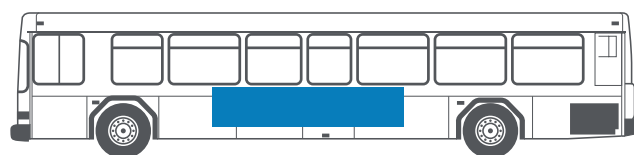
FULL SIDE



KING KONG



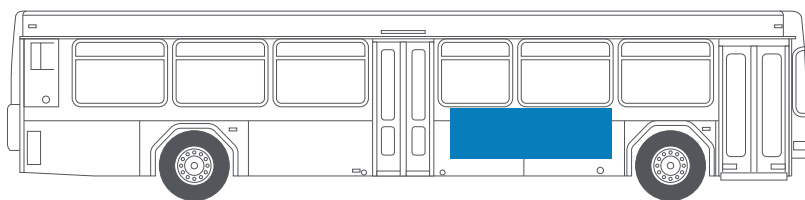
KONG



KING

METROBUS ADVERTISING TYPES

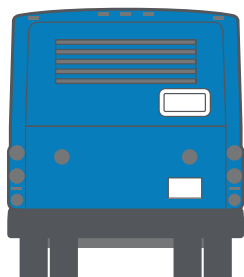
PACKAGE	SHOWING	BUS SIZE	AD SIZE	UNITS	STANDARD RATE	PEAK RATE (SXSW, ACL FEST, F1)	INSTALLATION FEE
QUEEN	—	—	96"x30"	1	\$385	\$485	\$24
	25	—	96"x30"	49	\$16,036	\$20,045	\$1,176
	50	—	96"x30"	98	\$32,072	\$40,090	\$2,352
	75	—	96"x30"	147	\$42,448	\$53,060	\$3,528
	100	—	96"x30"	196	\$56,595	\$70,745	\$4,704
FULL BACK	—	—	See Template	1	\$825	\$1,035	\$222
SUPER TAIL	—	—	See Template	1	\$400	\$500	\$42
UPPER BACK	—	—	See Template	1	\$385	\$485	\$42
TAIL LIGHT	—	—	50"x22"	1	\$385	\$485	\$24
	25	—	50"x22"	25	\$16,036	\$20,045	\$1,176
	50	—	50"x22"	50	\$32,072	\$40,090	\$2,352
INTERIOR SIGNS	—	—	28"x11	—	\$30	\$38	\$3



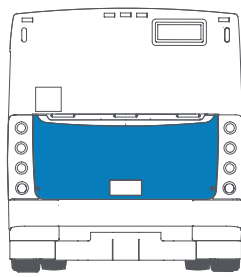
QUEEN



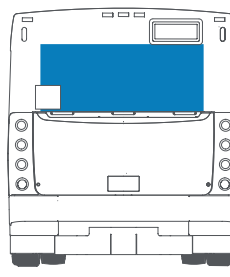
INTERIOR SIGNS



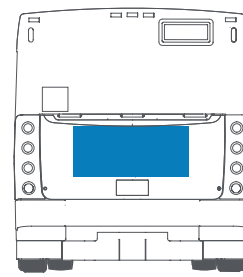
FULL BACK



SUPER TAIL



UPPER BACK



TAIL LIGHT



METRORAPID

High-Frequency, Limited-Stop Routes

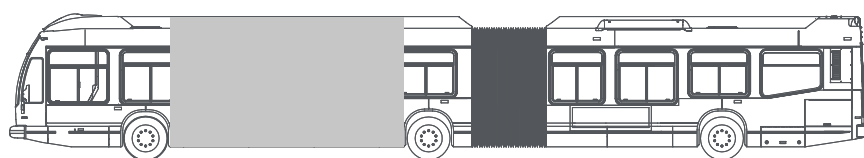
Our rapid routes provide faster, more convenient transit that serves some of the busiest corridors of Austin. It's also an effective way to get your message to daily business commuters.

 [VIEW ROUTE MAP ►](#)

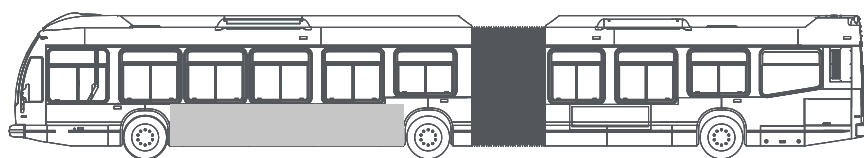


METRORAPID 801 ADVERTISING TYPES: 60FT

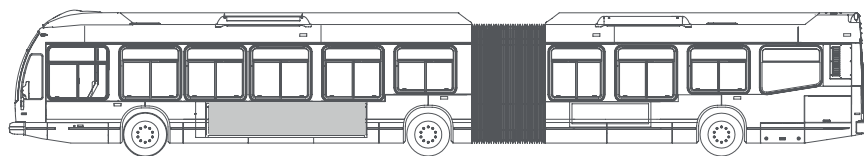
PACKAGE	AD SIZE	UNITS	STANDARD RATE	PEAK RATE (SXSW, ACL FEST, F1)	INSTALLATION FEE
FULL WRAP	See Template	1	\$4,813	\$5,776	\$2,820
FULL SIDE	See Template	1	\$2,750	\$3,300	\$1,320
KING KONG	See Template	1	\$1,132	\$1,358	\$510
KONG	See Template	1	\$782	\$938	\$240
KING	144"x30"	1	\$450	\$540	\$39
QUEEN	96"x30"	1	\$404	\$485	\$27
SUPER TAIL	See Template	1	\$420	\$504	\$42
TAIL	50"x22"	1	\$404	\$485	\$24



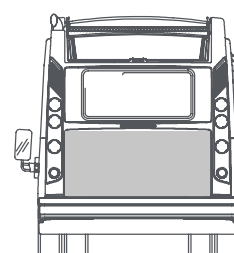
KING KONG



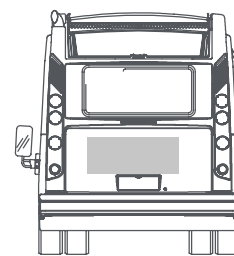
KONG



KING



SUPER TAIL



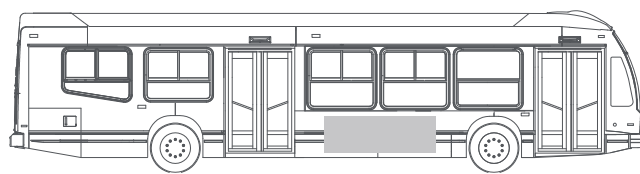
TAIL

METRORAPID 803 ADVERTISING TYPES: 40FT

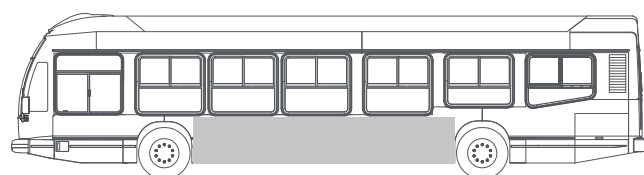
PACKAGE	AD SIZE	UNITS	STANDARD RATE	PEAK RATE (SXS, ACL, FEST, F1)	INSTALLATION FEE
FULL WRAP	See Template	1	\$4,043	\$4,852	\$2,280
FULL SIDE	See Template	1	\$2,310	\$2,772	\$720
KING KONG	See Template	1	\$1,132	\$1,358	\$510
KONG	See Template	1	\$782	\$938	\$240
KING	144"x30"	1	\$450	\$540	\$39
QUEEN	96"x30"	1	\$404	\$485	\$27
SUPER TAIL	See Template	1	\$420	\$504	\$42
TAIL	50"x22"	1	\$404	\$485	\$24



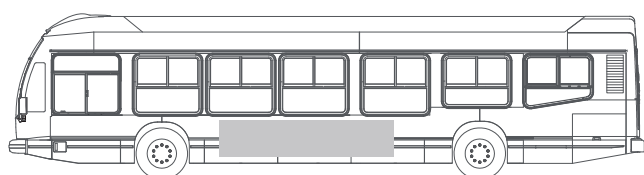
KING KONG



QUEEN



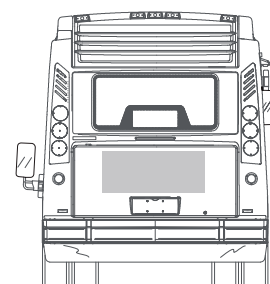
KONG



KING



SUPER TAIL



TAIL



METRORAIL

32-mile Commuter Rail Service

With destinations extending into Central, North, Northwest, East Austin and even Leander, MetroRail's 9 stations and comfortable service is the option many people in the region utilize to get downtown and in between for work or play. It's advertising that gets your business on track.

 [VIEW ROUTE MAP ►](#)



METRORAIL ADVERTISING TYPES

PACKAGE	AD SIZE	UNITS	STANDARD RATE	PEAK RATE (SXSW, ACL FEST, F1)	INSTALLATION FEE
KONG	321"x34"	1 train = 4 ads	\$3,648	\$4,560	\$768



KONG

PACKAGE	AD SIZE	UNITS	STANDARD RATE	PEAK RATE (SXSW, ACL FEST, F1)	INSTALLATION FEE
KING KONG	202"x107.75"	1 train = 4 ads	\$7,296	\$9,120	\$1,640



KING KONG

PACKAGE	AD SIZE	UNITS	STANDARD RATE	PEAK RATE (SXSW, ACL FEST, F1)	INSTALLATION FEE
FULL WRAP	See Template	1 train = both sides	\$26,544	\$33,180	\$6,550



FULL WRAP

METRORAIL AD EXAMPLE



TECHNICAL SPECIFICATIONS



DESIGN SPECIFICATIONS

For best design and reproduction, design templates for each product are available upon request in EPS, PDF or AI format.

MATERIALS GUIDELINES

Permanent vinyl will NOT be accepted. Self-adhesive vinyl that is pressure-sensitive, interchangeable or removable is required. A list of approved production vendors will be supplied with your contract.

Approved materials by advertising type:

KING, QUEEN, TAIL LIGHT, UPPER BACK, AND SUPER TAIL:

- Busmark 5800
- 3M 3552c with 8519 Luster or 8520 Gloss Lam (for campaigns one year or longer)

KONG, KING KONG, AND FULL BACK:

- 3M 3552c with 8519 Luster or 8520 Gloss Lam
- 3M 180c-10 with 8519 Luster or 8520 Gloss Lam (Required for MetroRapid)
- 3M 8171 Perforated Window Film with 8914 Lam (Windows Only) output as 1 pc
- 3M IJ180C series with 8519 Luster or 8520 Gloss Lam (Required for MetroRail)

FULL WRAP AND FULL SIDE:

- 3M 180c-10 with 8519 Luster or 8520 Gloss Lam
- 3M 8171 Perforated Window Film with 8914 Lam (windows only) output as 1 pc
- 3M IJ180C series with 8519 Luster or 8520 Gloss Lam (Required for MetroRail)

INTERIOR SIGNS – 28" x 11"*

- .030 mm Styrene is the only approved substrate for interior signage.

**Note: Allow .75" top and bottom for the sign holders. Do not place text or logos in these areas to avoid getting covered by sign holders. Finished height must be 11" high.*

GENERAL ADVERTISING AND PRODUCTION NOTES

- Rates are per month based on a minimum one-month term.
 - Installation is a one-time fee billed at time of install completion.
 - Discounts available for recognized agencies and long-term contracts.
 - Ask about our competitive small business packages.
 - All ads billed by Capital Metro. Terms and conditions apply.
 - Please allow one week from delivery of materials to complete installation.
- Full wraps or large orders may require extra lead-time.



GET YOUR BUSINESS MOVING WITH CAPITAL METRO TRANSIT ADVERTISING!

SALES CONTACT:

Transit Advertising
TransitAdvertising@capmetro.org
512.202.6206

SHIPPING ADDRESS:

Capital Metro
c/o Receiving
2910 E. 5TH ST.
AUSTIN, TX 78702



METRO

