

LRGVDC Transit Services Advertising

LET US TAKE YOUR BUSINESS PLACES....



Lower Rio Grande Valley Development Council- Transit Services

ABOUT LRGVDC TRANSIT SERVICES

Rio Metro's bus service includes 10 buses on 4 routes which transport over 30,000 passengers yearly to 14 major cities of Hidalgo County. Rio Metro's fundamental bus services includes multiple-stop service that radiates from neighborhoods into downtowns, neighborhoods, cross-town routes and school routes.

Rio Transit's bus services includes 12 buses on 5 routes which transport over 25,000 passengers yearly in the small rural communities of Hidalgo, Cameron, and Willacy counties. Rio Transit's fundamental bus services that radiates for rural areas through out the tri-county area to the major urbanized areas allowing the public to reach medical, cities services, and shopping areas.

Harlingen Express's bus services includes 2 vans that operate call on demand service with in the city limits of Harlingen. The curb to curb service allows passengers to be picked up from their homes at taken to any destination with in the City of Harlingen. The LRGVDC is currently working with the City of Harlingen in developing three fixed routes with in the city limits. The service estimated start up date for this service is January of 2008.

These services, special transit services for riders with disabilities and other services, are the framework for a transit system that helps keep South Texas moving forward.



This is an innovative medium that enables advertisers to drive home their message with public transportation literally 'wrapped' in full-color, self adhesive vinyl.

Your advertising dollars directly support LRGVDC's mission to provide effective and efficient transportation services to our community.

LRGVDC TRANSIT SERVICES ADVERTISING MISSION

To promote the advancement of transit advertising media by striving for excellence in operating standards, awareness, creative and production quality, accountability and the research needed to ensure accuracy and inspire innovation.



TRI-COUNTY AREA: ATTRACTING ADVERTISERS' ATTENTION

The Tri-County area is part of a metropolitan region of 1 million people along the US Mexican border that thrives on a balance of technology, business services, education, and government. With its highly trained workforce, well-recognized quality of life, moderate cost environment, and vast experience in manufacturing and research and development, The Tri-County area offers business of all kinds' extraordinary opportunity for productivity, cost savings, and profitability.

Fast growing, largely because of its draw as a destination for migrating talent, the tri-county area experienced a 47 percent increase in population through the 1990s. Growth has been averaging three percent annually since the 2000 census. The 2000 census indicated that only three U.S. metros saw greater total net migration than Hidalgo, Cameron and Willacy Counties between 1995 and 2000. The median age of the Tri-County metro is 2 years younger than the national average median (31.7 years vs. 36.0 years). Nearly half the metro's population, 45 percent, is in the working years between 18 and 44 (compared to 38 percent nationally).

Population served by LRGVDC Transit Services

County	Population
Hidalgo	700,634
Cameron	387,717
Willacy	20,645
Total	1,108,996

Source: U.S. Bureau of the Census, 2006

Demographic Information

Tri-County Area	over 1,108,996 (+)
Hispanic	623,609 (89%)
White	456,285 (68%)
African - American	2,223 (0.3%)
American Indian	3,316 (0.5%)
Asian	4,679 (0.7%)
Hawaiian	0 (0%)

* Tri-County (Hidalgo, Cameron, & Willacy)

Source: U.S. Bureau of the Census, 2006

INCOMPARABLE IMPACT



Part moving billboard, part conversation piece, full bus wraps convey your advertising message on a grand scale. Get on the bus and get noticed!

'Wraps' combine the market penetration of a bus with the size and impact of a billboard. These moving posters travel through crowded streets, turning heads and make lasting impressions.

LRGVDC Transit Services is your ADVERTISEMENT on wheels!

REACH AND FREQUENCY

100% Showing (10 Units)	1 Month	2 Months	3 Months
Reach	95.9%	98.0%	98.7%
Avg. Frequency	19.7x	38.6x	57.4x
GRP	1,889	3,778	5,667
Number Reached (000)	850	868	874
Total Impressions	2,500	5,000	7,500
Reached 5+ Times	79.4%	89.5%	93.0%
Reached 10+ Times	61.6%	79.2%	85.9%

50% Showing (5 Units)	1 Month	2 Months	3 Months
Reach	85.9%	88.0%	88.7%
Avg. Frequency	10.3x	19.7x	29.1x
GRP	945	1,889	2,834
Number Reached (000)	813	850	862
Total Impressions	1,500	4,000	6,500
Reached 5+ Times	62.3%	79.4%	86.0%
Reached 10+ Times	37.3%	61.6%	72.9%

25% Showing (3 Units)	1 Month	2 Months	3 Months
Reach	75.8%	78.2%	79.0%
Avg. Frequency	5.6x	10.3x	15.0x
GRP	472	945	1,417
Number Reached (000)	745	813	837
Total Impressions	500	3,000	3,250
Reached 5+ Times	39.1%	62.3%	73.2%
Reached 10+ Times	14.3%	37.3%	52.1%

1 Unit	1 Month	2 Months	3 Months
Reach	10.6%	19.3%	26.5%
Avg. Frequency	1.1x	1.2x	1.3x
GRP	12	24	35
Number Reached (000)	94	171	235
Total Impressions	105	209	314
Reached 5+ Times	1.0%	2.0%	3.0%
Reached 10+ Times	0.0%	0.0%	0.0%

* Based on a 40 hour work week Monday thru Friday.

LRGVDC TRANSIT SERVICES BUSES

25Ft. El Dorado



8 Ft. Wide Rear

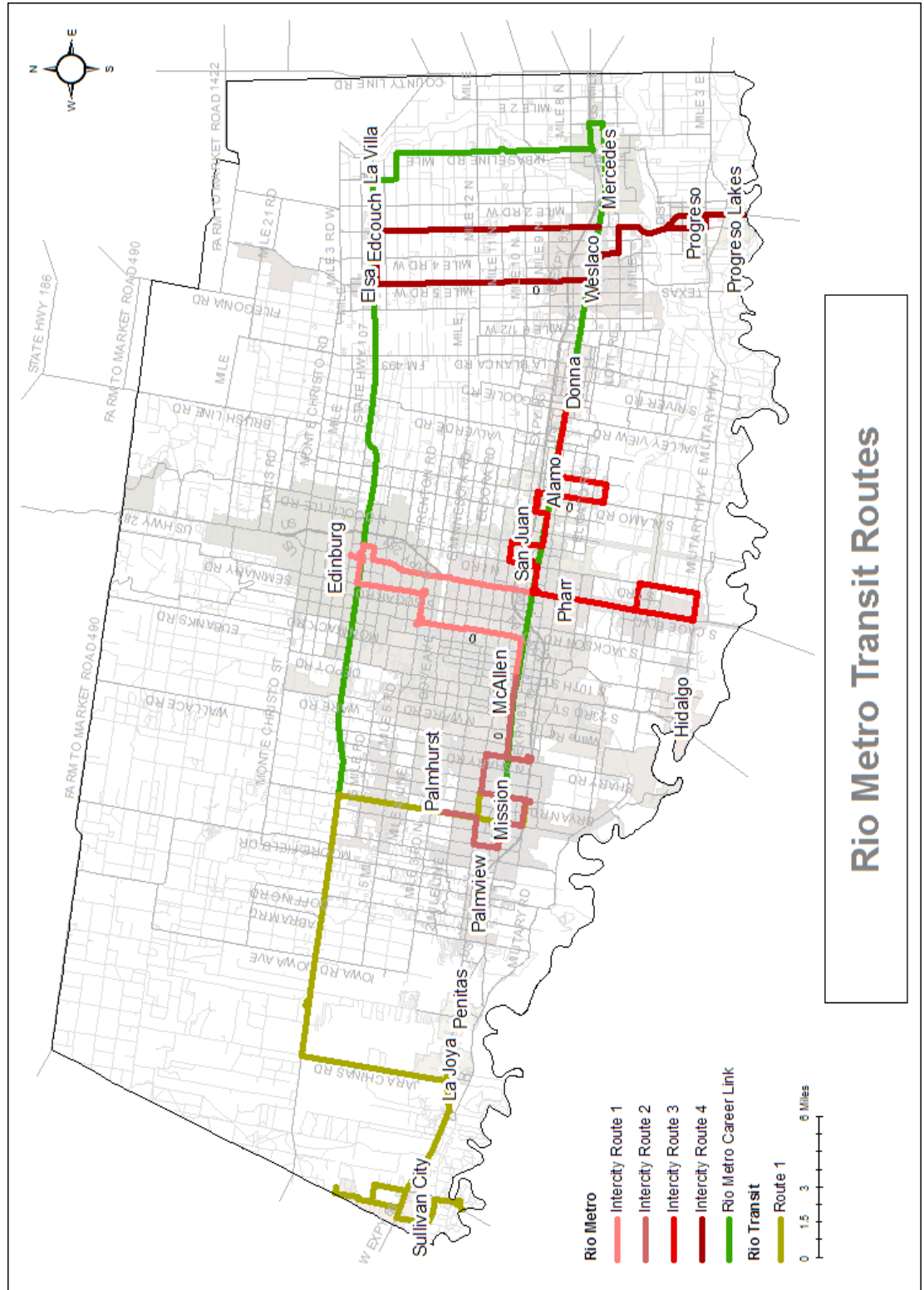


30 Ft. Goshen Coach



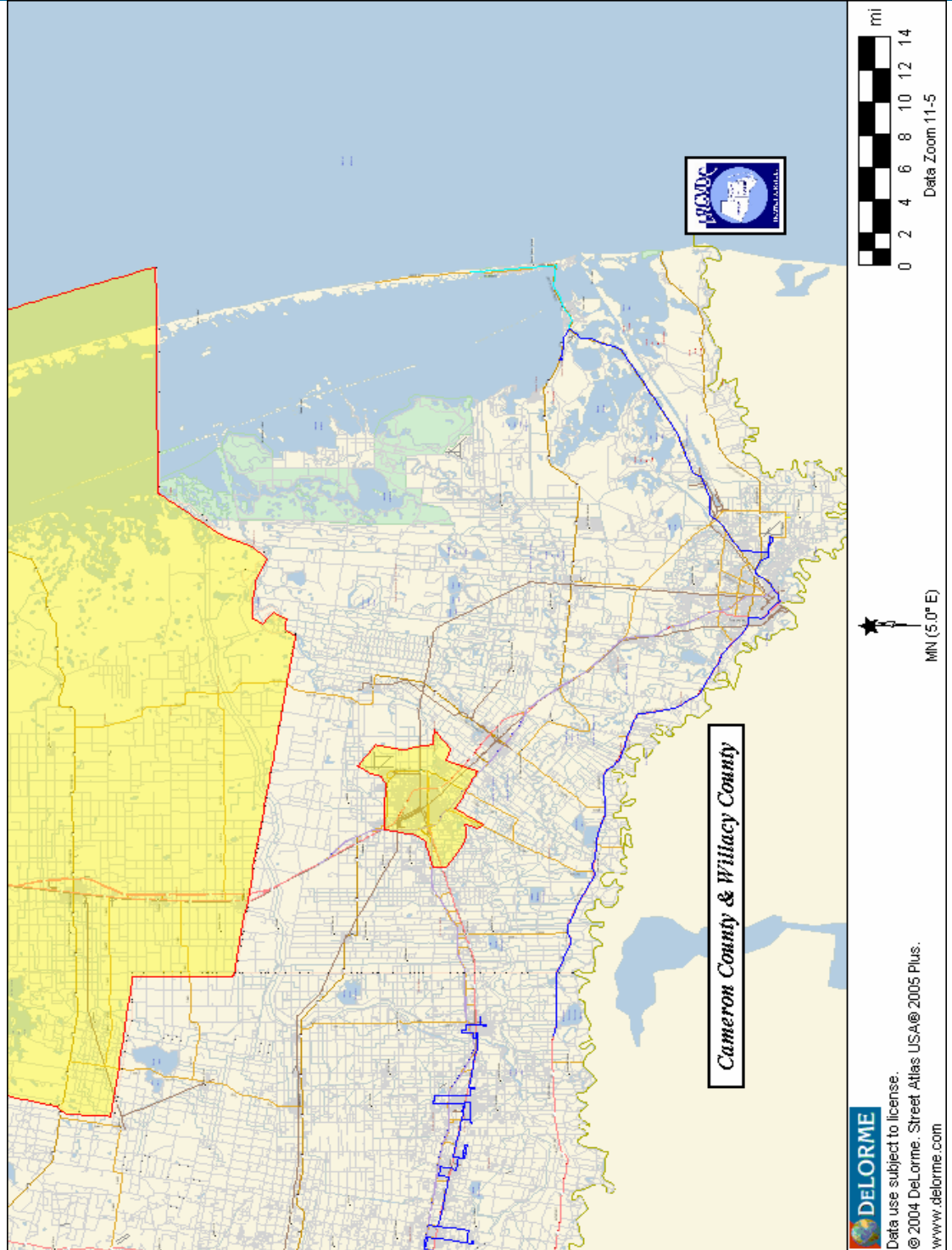
THE CURRENT HIDALGO COUNTY ROUTES

Our buses cover five routes that include the 14 major Cities of Hidalgo County. Stops include downtown McAllen, Mission, Pharr, and Edinburg, The University of Texas Pan American, Edinburg Hospital, Cornerstone Areas, Doctor's Hospital, Prime Premium Outlets, etc...



THE CURRENT CAMERON & WILLACY COUNTY ROUTES

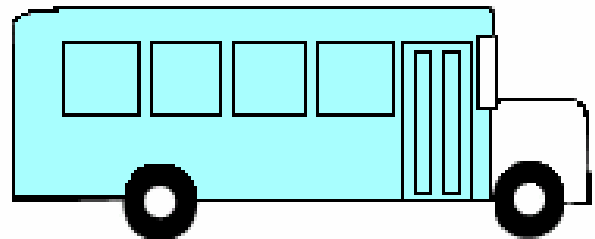
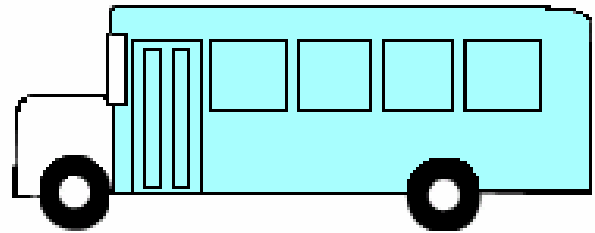
Our buses cover four routes that include the city of Harlingen and all of Willacy County with call on demand service. The Rio Transit cover all the small out laying town into Brownsville (Bus 281 military hwy, Hwy 48 Port Isabel and SPID). Each of the services and routes connect with BUS in Brownsville, The Wave form the Island and the Brownsville/SPID Airport.



Advertisement Sizes & Rates

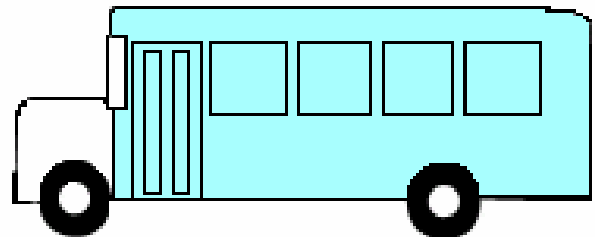
FULL BUS (BOTH SIDES AND REAR)

Bus Size	Units	Monthly Space Rate	Estimated Installation Fee
30'	1	*\$1,500.00	*\$4,408.00
25'	1	*\$1,200.00	*\$2,970.00



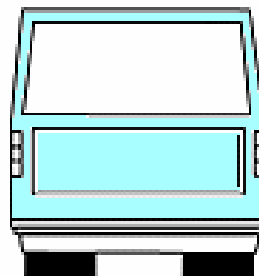
FULL SIDE (1/2 THE BUS)

Bus Size	Units	Monthly Space Rate	Estimated Installation Fee
30'	1	*\$750.00	*\$1,900.00
25'	1	*\$600.00	*\$1,292.00



BACK SIDE

Bus Size	Units	Monthly Space Rate	Estimated Installation Fee
30'	1	*\$550.00	*\$608.00
25'	1	*\$550.00	*\$608.00



*Rates are subject to change.

INTERIOR ADVERTISING

Interior advertising is a great way to advertise your local business. Our buses can be found throughout the cities of Hidalgo County with over thirty thousand passengers carried per year. Our interior advertising consists of bus cards that measure 11" x 17" landscape that are placed in slots near the ceilings of the vehicles.



Packages

- ◆ Month-to-Month

10 bus cards which cover all buses on all routes. *\$200.00 per month.

20 bus cards which cover 2 pages for all buses on all the routes. *\$400.00 per month.

- ◆ Advertising within our Print Publications

Your business has the potential to be seen by thousands of people through a variety of LRGVDC Transit Services marketing opportunities:

Ad in our schedule book...over 10,000 copies issued each year!

Ad in our route brochures.....over 30,000 copies issued each year

Ads are based on quarter basis per year from (1st quarter January to March, 2nd Quarter April to June, 3rd Quarter July to September and 4th Quarter October to December).

*\$200.00 per quarter

All prices are exclusive of production from your finished artwork.

*Rates are subject to change.

The Policy

INTRODUCTION

The purpose of this policy is to establish general uniform guidelines for the sale or lease of advertising space and sponsorship opportunities for the following categories: route vehicles, publications, electronic and sponsorship programs. Specific advertising program and product details (pricing and specifications) can be found below or in our rate brochure. LRGVDC reserves the right, with the approval of the LRGVDC Executive Director, and Director of Transit to revise, delete, or add specific products and sponsorship programs.



ADVERTISING CONTENT

Advertising space will be used for commercial purposes only, i.e. proposing the payment of money in exchange for a commodity, service, or event. All advertisements must conform to the following rules.

1. Advertisements should reflect the best interests of the LRGVDC.
2. LRGVDC will not accept advertisements that are obscene, libelous, or fraudulent. LRGVDC Transit Services will consult with the LRGVDC’s Executive Director before making this determination.
3. LRGVDC will not accept advertisements for tobacco or tobacco related products.
4. LRGVDC will not accept advertisements for alcohol or alcohol related products.
5. LRGVDC will not accept advertisements for political campaigns, political issues, issue advocacy, public interest, or public service campaigns.



LRGVDC reserves the right to limit an individual advertiser to a total of (8) interior signs per lease period.

The LRGVDC reserves the right to use all advertising categories, and their individual components, to promote participating organization activities, initiatives, and for the recruitment of applicants.

APPROVAL

All potential advertising must be reviewed prior to production. The LRGVDC Executive Director and the Director of Regional Transit will be responsible for approving paid advertisements. In the absence of the LRGVDC Executive Director and the Director of Regional Transit, the Executive Director will designate a staff person to handle this task. Scheduling of the utilization of the available space will be left to the discretion of the LRGVDC.

The entity submitting the paid advertisement may appeal, within ten working days, a decision on the acceptability of any paid advertisement to the LRGVDC. The LRGVDC Executive Director will have ten working days to review and respond to any appeals. The decision of the LRGVDC Executive Director shall be final on any appeal.



PRICING

LRGVDC will maintain advertising opportunities on its Advertising rates guide with current pricing. LRGVDC, reserves the right to adjust pricing for advertising properties and sponsorship programs at any time.

The LRGVDC may purchase or lease any advertising product for the cost of production, installation, and removal.

CONTRACTUAL ELEMENTS AND PAYMENT

A commitment to purchase or lease advertising products or sponsorship programs is not considered final until an executed contract and full payment is received by LRGVDC. No advertising will be placed or sponsorship considered "sold" until an executed contract and full payment is received by LRGVDC.

LRGVDC is unable to guarantee lease advertising space on specific routes.



PRODUCTION INFORMATION

Production for all advertisements and installation is the responsibility of the advertiser. Graphic design services are available from LRGVDC - Rio Metro. All advertising created is subject to LRGVDC approval prior to production and may be declined if considered to be objectionable.

Exterior advertising and full wraps are to be Flexible, removable, self-adhesive vinyl. The use of 3M vinyl is required to reduce risk of paint damage, any other brand must be pre-approved. **Production costs** are the advertiser's responsibility and maybe selected from recommended LRGVDC vendor list. The advertiser may utilize its own vendor upon approval from the LRGVDC.

Application 2 (for longer-term advertising)

- 3M Controltac Plus IJ180C-10 or RG180C-10 Graphic Film
- 3M Scotchcal Luster Over laminate 8519

Application 3 (perforated window film for window applications)



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