

**Roosevelt Island Advertising Rate Sheet
February 2020**

Type	Location(s)	Ad Fee	Non-profit Ad Fee (30% Discount)	Install/Removal Fee	Specifications	Special Instructions	Notes
Red Bus Ads	Red Buses	\$160/two months (one ad per bus)	No cost (more than one ad will incur cost)	no cost	46" w x 12" h, laminated hard stock paper.	Must print nine (9) ads	\$80/month per ad, max of five (5) ads per bus. 10% off if purchased for year.
Tram Monitor Ad	Tram Monitors	\$120/month	\$84/month	n/a	Size: 11.11" w x 8.33" h, jpeg file, 300 DPI	Ads must be received 5 business days prior to the end of the month.	Ads displayed on four 15" color monitors, running on a continuous loop. 10% off if purchased for year.
Lamppost Banners	Island wide	\$300/month per lamppost	\$210/month per lamppost	\$100/lamppost	30" w x 60" h vinyl banner, 18 ozs., w/ grommets, winds slits, top & bottom sleeves, double-sided	Must specify location.	Max of 3. Ad fee is \$150/week per banner (\$105 non-profit)

***All ad artwork must be submitted to RIOC for approval prior to production.**