

Let your brand swim with us | **CARTA**



Welcome to **CARTA** *Transit Advertising*

Known for rich history, well-preserved architecture, a celebrated restaurant community and mannerly people, the Charleston area has been named Top U.S. City by Condè Nast for the third consecutive year.

This coastal gem is served by CARTA, operating over 100 buses, shuttles, and trolleys, 7 days a week, 365 days a year on 24 different routes with ridership approaching 5 million per year.

CARTA transit advertising offers a bevy of media options from full wrap buses to interior advertising. You'll be able to reach the tourism population as well as the ever growing local population.

CARTA takes you from historic downtown, to North Charleston and West Ashley, out to Mount Pleasant and James Island.

CARTA Transit Advertising offers unavoidable impact and presence, at the lowest cost per thousand views in the market.

...Come Swim With Us.



- ▶ 270 Degree Viewing Angle Provides Unavoidable Impact.
- ▶ Scale and Size Magnifies Brands.
- ▶ Conveys Power, Confidence and Prestige.





i'm lovin' it






I'm lovin' it

McDonald's



CARTA

WALK IN THE STEPS
OF
HEROES

VISIT
PATRIOTS POINT

HOME OF THE USS YORKTOWN

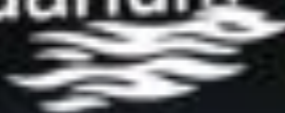
patriotspoint.org • Open Daily • 9:00 am to 6:30 pm



4519

SHOW US YOUR
#FishFace

South Carolina
Aquarium





2410

Voted Best
Law Firm

AS CHOSEN BY THE
CITY PAPER
TWO CONSECUTIVE YEARS
2013 & 2014



 **JOYE**
LAW FIRM

KEN HARRELL, 5061 RIVERS AVENUE
WWW.JOYELAWFIRM.COM

ARTA



ROPER  ST. FRANCIS

Every moment matters
WWW.RSFH.COM

910
AM)

ESPN
((RADIO))

98.9
FM)

CHARLESTON

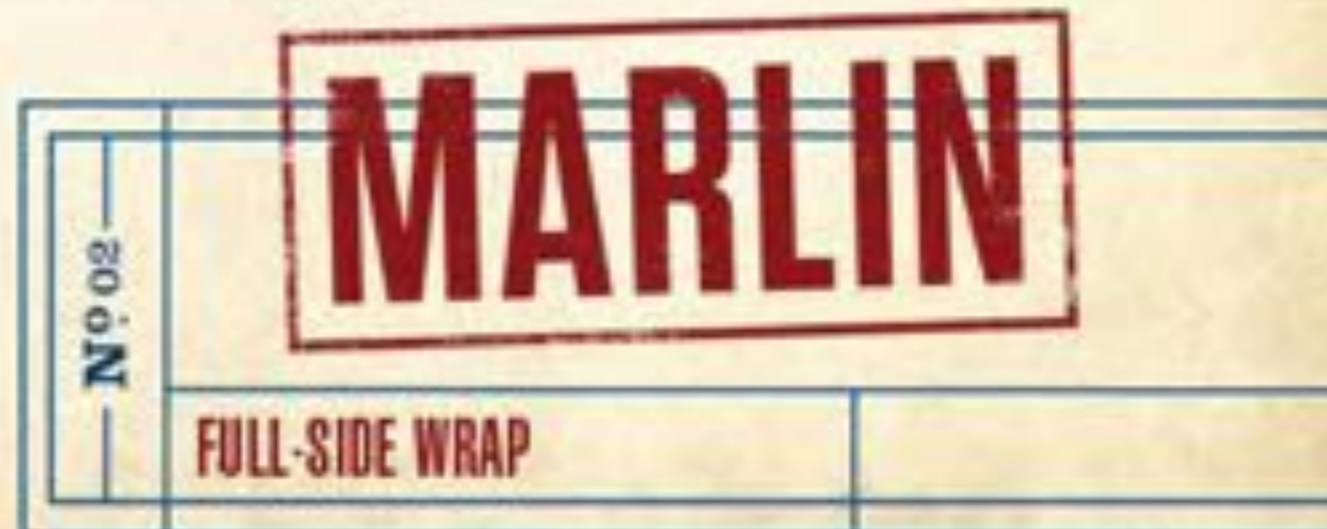
MIKE MIKE

CHARLESTONSPORTSRADIO.COM

Callaway



- ▶ Large Creative Canvas.
- ▶ High Impact.
- ▶ Targets Drivers, Passengers and Pedestrians.





- ▶ Sleek Creative Canvas.
- ▶ Tremendous Reach and Frequency.
- ▶ Targets Drivers, Passengers and Pedestrians.

No 04	WAHOO	
	SUPER KING WRAP	55”h x 246”w



- ▶ Our Most Popular Product.
- ▶ Targets Drivers and Passengers.
- ▶ Lends itself to Creative Messaging.
- ▶ Cost Effective for Mass Reach.

No. 05	TUNA	
	FULL BACK WRAP	89”h x 103”w

CARTA

Let your brand swim with us.



- ▶ **Make A Big Splash.**
Your message will leap off the bus,
grabbing attention.

No. 03

KING MACKEREL

KING KONG WRAP



- ▶ Our all-new DASH MIDIs traverse Condé Nast's top ranked tourist destination - downtown Charleston
- ▶ Upfront and close viewing for tourists and locals.

No 06

DOLPHIN

MIDI DASH FULL WRAP

Fish Market

CARTA Buses

Product	Qty	Contract Term			Production Estimate
		3 mo	6 mo	12 mo	
CARTA Full Wrap	2		\$5,400	\$5,040	\$6,000 per
	1		\$2,970	\$2,700	
CARTA Full Sides	5		\$5,000	\$4,500	\$2,800 per
	3		\$3,300	\$3,000	
	2		\$2,400	\$2,200	
	1		\$1,300	\$1,200	
CARTA Bus King Kong	10	\$6,000	\$5,400	\$4,800	\$1,700 per
	5	\$3,500	\$3,300	\$3,000	
	1	\$900	\$825	\$750	
CARTA Super Kings	10	\$5,808	\$5,280	\$4,800	\$600 per
	5	\$3,025	\$2,750	\$2,500	
CARTA Bus Super Tails	10	\$3,640	\$3,380	\$3,120	\$300 per
	5	\$1,990	\$1,840	\$1,690	
CARTA Bus Full Backs	10	\$5,500	\$5,000	\$4,500	\$750 per
	5	\$3,000	\$2,700	\$2,500	
	1	\$750	\$700	\$650	

Prices are per month

Express Commuter Service

Product	Qty	Contract Term			Production Estimate
		3 mo	6 mo	12 mo	
Express Bus Full Wrap	3		\$8,400	\$8,000	\$6,000 per
	2		\$6,000	\$5,600	
	1		\$3,300	\$3,000	
Express Bus Full Sides	5		\$5,000	\$4,500	\$3,000 per
	3		\$3,300	\$3,000	
	2		\$2,400	\$2,200	
	1		\$1,300	\$1,200	
Express Bus King Kongs	10	\$7,000	\$6,500	\$6,000	\$1,800 per
	5	\$4,000	\$3,600	\$3,300	
	1	\$1,000	\$900	\$800	
Express Bus Super Kings	10	\$6,000	\$5,500	\$5,000	\$850 per
	5	\$3,630	\$3,300	\$3,000	
	2	\$1,700	\$1,540	\$1,400	
Express Bus Super Tails	10	\$4,520	\$4,170	\$3,820	\$350 per
	5	\$2,480	\$2,290	\$2,090	
	1	\$540	\$500	\$460	
Express Bus Full Backs	10	\$6,000	\$5,400	\$4,900	\$750 per
	5	\$3,300	\$3,000	\$2,700	
	1	\$800	\$750	\$700	

Prices are per month

Contract Term

	<u>6 Months</u>	<u>Annual</u>
Full Wrap Dash MIDI	▶ \$2,200 / month	▶ \$1,800 / month
One time production fee of \$4,372		
Rates are per month		

	<u>Qty</u>	<u>3 Months</u>	<u>6 Months</u>	<u>Annual</u>
Interior Cards	Minimum 20	\$20 per	\$20 per	\$20 per
Rates are per month				

Thank you for your consideration.
For more information please contact:

Jon Kane
Advertising Sales Manager
843-364-2627
jkane@rideCARTA.com



ROUTE INDEX	
North/South EXPRESS	Line 6000
NorthWest EXPRESS	Line 6001
NorthEast WILMINGTON	Line 6002
North Bay	Line 6003
NorthWest/Signal	Line 6004
Signal North/South	Line 6005
Westside Road	Line 6006
West/South/Charleston	Line 6007
West/South/Charleston	Line 6008
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