

**MOBILE BILLBOARDS ARE SEEN BY MORE PEOPLE**

BATA is the premiere stop to showcase your mobile ad in northern Michigan. Your ad will travel throughout Traverse City's busiest neighborhoods, popular destinations, historic downtown district and all of Grand Traverse & Leelanau County. Being stuck in traffic is a bonus. Your message will be seen!



FULL SIDE AD RATE

| 3 mos. | 6 mos. | 12 mos. |
|--------|--------|---------|
| \$450  | \$400  | \$350   |

FULL SIDE PRODUCTION COST

\$1080 - \$1685 based on ad size per side.

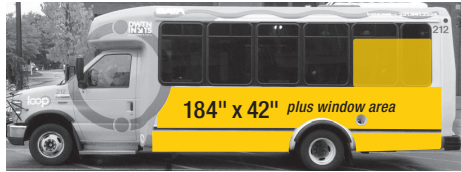
OR  
**CHOOSE ONE MORE OF THESE EYE-CATCHING SIZES**



**\$250**

per month

Production:  
\$955 each



**NEW FOR THIS YEAR!**

**15-SECOND ONBOARD RADIO AD**

40 spots throughout the day. Perfect for special events or services in and around Traverse City. Only \$5 per day. Less than 13¢ each play!

**\$250**

per month

Production:  
\$575 each



**Think Shelter Think Bench**

**\$225**

per month

Production:  
\$525 each



**Shelter**  
**\$50-\$125**  
per month



Ask about size.  
Production:  
\$100 each

**\$200**

per month

Production:  
\$425 each



**Benches**  
**\$20-\$50**  
per month



Ask about size. Production: \$50 each

Prices reflect print-ready artwork only. Professional design rates vary.

**FULL BUS WRAPS AVAILABLE BY REQUEST**






# TRANSIT *advertising*

## AFFORDABLE ADVERTISING MADE EASY

### KALKASKA'S FIRST CHOICE FOR ANY MARKETING PLAN

Reach all demographics with unbeatable frequency. It can't be turned off or ignored. Find customers no matter what radio station they listen to. Transit advertising offers total market influence for your business at a lower cost than traditional media in Kalkaska County.



|   | DESCRIPTION                               | MONTHLY AD RATE | AD PRODUCTION |
|---|---|-----------------|---------------|
|  | <b>SIDE PANEL AD</b><br>184" x 25"        | \$150           | \$425         |
|  | <b>SIDE PANEL AD</b><br>184" x 36"        | \$175           | \$525         |
|  | <b>BUS WRAP</b><br>184" x 42" plus window | \$200           | \$955         |

*Prices reflect print-ready artwork only. Professional design rates vary.*

## FULL BUS WRAPS AVAILABLE BY REQUEST



**KAT** *advertising – moving ahead.*

231.933.5542 | [stevensw@bata.net](mailto:stevensw@bata.net)






## YOUR NEXT BUSINESS MARKETING MOVE

### CHARLEVOIX'S BEST CHOICE FOR ANY MARKETING PLAN

Reach all demographics with unbeatable frequency. It can't be turned off or ignored. Find customers no matter what radio station they listen to. Transit advertising offers total market influence for your business at a lower cost than traditional media in Charlevoix County.



Background photo courtesy of Downtown Charlevoix Facebook page.

|   | DESCRIPTION                               | MONTHLY AD RATE | AD PRODUCTION |
|---|---|-----------------|---------------|
|  | <b>SIDE PANEL AD</b><br>184" x 25"        | \$150           | \$425         |
|  | <b>SIDE PANEL AD</b><br>184" x 36"        | \$175           | \$525         |
|  | <b>BUS WRAP</b><br>184" x 42" plus window | \$200           | \$955         |

*Prices reflect print-ready artwork only. Professional design rates vary.*




## FULL BUS WRAPS AVAILABLE BY REQUEST

## A WINDOW OF OPPORTUNITY IS HERE



### ANTRIM COUNTY'S MOBILE MEDIUM FOR ANY MARKETING PLAN

Reach all demographics with unbeatable frequency. It can't be turned off or ignored. Find customers no matter what radio station they listen to. Transit advertising offers total market influence for your business at a lower cost than traditional media in Antrim County.

|   | DESCRIPTION                                     | MONTHLY AD RATE | AD PRODUCTION |
|---|---|-----------------|---------------|
|  | <b>DRIVER SIDE PANEL AD</b><br>119.5" x 31.375" | \$150           | \$685<br>Each |
|  | <b>PANEL AD</b><br>129" x 31.375"               | \$150           | \$730<br>Each |
|  | <b>BACK PANEL AD</b><br>58" x 20.5"             | \$100           | \$175<br>Each |

*Prices reflect print-ready artwork only. Professional design rates vary.*

## FULL WINDOW COVERAGE AVAILABLE BY REQUEST



# TRANSIT *advertising*

**A WINDOW OF OPPORTUNITY IS HERE**



## **CRAWFORD COUNTY'S MOBILE MEDIUM FOR ANY MARKETING PLAN**

Reach all demographics with unbeatable frequency. It can't be turned off or ignored. Find customers no matter what radio station they listen to. Transit advertising offers total market influence for your business at a lower cost than traditional media in Crawford County.

|   | DESCRIPTION                                     | MONTHLY AD RATE | AD PRODUCTION |
|---|---|-----------------|---------------|
|  | <b>DRIVER SIDE PANEL AD</b><br>119.5" x 31.375" | \$150           | \$685<br>Each |
|  | <b>PANEL AD</b><br>129" x 31.375"               | \$150           | \$730<br>Each |

*Prices reflect print-ready artwork only. Professional design rates vary.*

**FULL WINDOW COVERAGE AVAILABLE BY REQUEST**



**CCTA** *advertising – moving ahead.*

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