

2012

10-13 march  
chicago•usa  
*Now Open Four Days!*

**EXTERIOR BUS ADVERTISING  
DELUXE COACHES - Hotel Transportation**



Full Bus Wrap on Deluxe Coach



30'w x 2'h Bus Sign

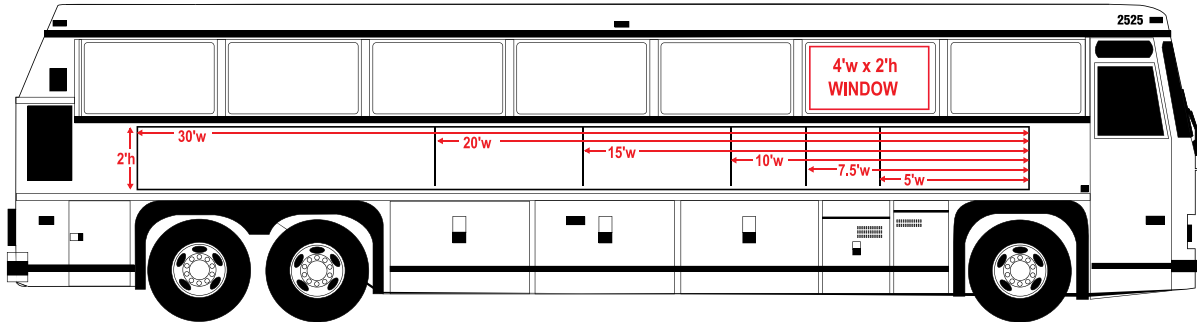


15'w x 2'h Bus Sign



4'w x 2'h Bus Window Sign

**Diagram of Sizes of Available Coach Bus Signs**



**INTERIOR BUS ADVERTISING**

**Headrest Covers**

**Header Signs**



20 per bus on aisle seats of Deluxe Coaches



40'w x 12'h Bus Sign facing passengers

**FOR INFORMATION: Call Bob Kaplan at  
866-210-8489 or email bobk@cmac.net**

The official transportation  
provider for IHHS





# SHUTTLE BUS TRANSPORTATION SPONSORSHIP ADVERTISING RATES



Rates are net. Turnkey operation - price includes ad space, production, installation, management, insurance, removal and disposal.

Early Bird 5% Discount – orders confirmed by **December 2, 2011**

**Artwork Deadline: January 27, 2012**

## EXTERIOR SHUTTLE BUS ADVERTISING

Exterior bus advertising gives you traveling billboards at all convention venues, access roads, parking lots and throughout Greater Chicago with full color, high quality signs. Single-sided is one sign displayed on the passenger's side, and double-sided hosts one on each side of the bus for maximum exposure. Full and partial wraps are available. Buses hosting minimum 15' signs have exclusive exterior signage on that vehicle.

Sign Size	SINGLE-SIDED			DOUBLE-SIDED		
	1-9 Buses	10-24 Buses	25-50 Buses	1-9 Buses	10-24 Buses	25-50 Buses
Window 4' x 2'	\$850 ea	825 ea	800 ea			
5'w x 2'h	975 ea	875 ea	850 ea	1,200 ea	1,150 ea	1,100 ea
7½'w x 2'h	1,350 ea	1,100 ea	1,050 ea	1,595 ea	1,450 ea	1,400 ea
10'w x 2'h	1,650 ea	1,400 ea	1,350 ea	2,100 ea	1,900 ea	1,850 ea
15'w x 2'h	1,850 ea	1,600 ea	1,500 ea	2,675 ea	2,500 ea	2,400 ea
20'w x 2'h	2,250 ea	2,000 ea	1,900 ea	3,250 ea	3,025 ea	
30'w x 2'h	2,500 ea	3,250 ea	2,100 ea	3,600 ea	3,200 ea	

### BUS WRAPS

#### # of Buses

1 - 5

#### FULL WRAPS

\$21,500 ea (Partial wrap configurations also possible)

## INTERIOR SHUTTLE BUS ADVERTISING

Target a truly captive audience. Attendees have few competing distractions during the 10 – 15 minute bus ride at least twice per day. Advertise to **YOUR prospective buyers** with either of the following great options:

**INTERIOR HEADER SIGN:** Full-color, high quality 12”h x 40”w printed sign, located at the front of the bus over the right windshield facing all seated passengers. One advertisement per bus.

**HEADREST COVERS:** Full color 7” x 7” graphic image on crisp white linen covers face seated attendees as they ride to the show. Standard package includes 20 rear-facing covers per bus. Upgrades of 40 headrests per bus and / or front and rear printing also available.

# of Buses	Interior Header Signs	Headrests (20 / Bus)
5	\$700 ea	\$1,295 ea
10	675 ea	1,250 ea
25	650 ea	1,225 ea
50	625 ea	1,200 ea

### FOR MORE INFORMATION

Contact **Bob Kaplan** at 1-800-210-8489 or [bobk@cmac.net](mailto:bobk@cmac.net)  
Contact us for: **Custom Programs and Special Value Packages**