

Banner Advertising Program

The Banner Advertising Program (BAP) is a unique and cost effective method of advertising that sports an attractive banner secured to a moving bus which travels about the city proudly displaying the contents of your advertisement. This eye-level attraction is available in two sizes, full board 22" x 96" or half board 22" x 45.5". The lease cost of a full board is \$250 per month and the half board is \$125 per month. The Transit Department provides the board and framing materials and will mount your banner on a bus. You may purchase the board and keep it after your initial run and use it for future use. All banners must comply with the bus Advertising Procedures and Standards and is subject to approval of the Transit Department.