



# 2006 CES SHUTTLE BUS TRANSPORTATION SPONSORSHIP RATES

Rates are net and include ad space, production, installation, insurance and removal



21 College Hill Rd.  
Warwick, RI 02886

PRODUCED BY CEA

January 5 -8, 2006

Early Bird **5% Discount** – orders confirmed by **October 1, 2005**

**Artwork Deadline: November 21, 2005**

## EXTERIOR SHUTTLE BUS ADVERTISING

Exterior bus advertising gives you traveling billboards at all convention venues and throughout Las Vegas with full color, high quality signs. Single-sided hosts one sign displayed on the passenger's side, and double-sided hosts one on each side of the bus for maximum exposure. Upgrades to full or half bus wraps also available.

Sign Size	SINGLE-SIDED			DOUBLE-SIDED		
	1-9 Buses	10-24 Buses	25-50 Buses	1-9 Buses	10-24 Buses	25-50 Buses
5'w x 2'h	\$950.00 ea	\$850.00 ea	\$830.00 ea	\$1,075.00 ea	\$965.00 ea	\$945.00 ea
7½'w x 2'h	1,250.00 ea	1,125.00 ea	1,075.00 ea	1,585.00 ea	1,430.00 ea	1,385.00 ea
10'w x 2'h	1,550.00 ea	1,400.00 ea	1,350.00 ea	2,095.00 ea	1,860.00 ea	1,795.00 ea
15'w x 2'h	1,850.00 ea	1,650.00 ea	1,550.00 ea	2,615.00 ea	2,355.00 ea	2,200.00 ea
20'w x 2'h	2,250.00 ea	2,025.00 ea	1,900.00 ea	3,215.00 ea	2,825.00 ea	2,650.00 ea
30'w x 2'h	2,500.00 ea	2,250.00 ea	2,100.00 ea	3,600.00 ea	3,200.00 ea	2,950.00 ea

BUS WRAPS	# of Buses	FULL WRAPS	HALF WRAPS
	1	\$19,900.00 ea	\$15,900.00 ea
	2	39,000.00 total	31,000.00 total

## 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 any of the following great options:

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

**HEADREST COVERS:** Four-color 7" x 7" graphic image on crisp white linen faces seated attendees as they ride to the show. Standard package includes 20 rear-facing covers per bus. Covers are customarily on aisle seats, but can be applied to only window or to alternating seats. Upgrade programs of 40 headrests per bus and / or front / rear printing are also available.

### LITERATURE DISTRIBUTION:

- A – Post Cards** – Standard 3 ½' x 5" to 4" x 6" post cards with your information and promotion are placed on the bus seats. Minimum 5,000 pieces per day (one distribution – 90% of Hotel fleet). Sponsor supplies cards.
- B – Flyers & Catalogs** – Special vinyl pouches hold either tri-folded flyers or 8 1/2 x 11 flyer sheets or catalogs. Minimum of 10,000 pieces with standard package of 20 pouches per bus - distributed on 25 buses. Sponsor supplies materials.

# of Buses	Interior Bus Signs	Headrests (20 / Bus)	Literature Distributions and Audio Messages
5	\$3,225.00 total	\$6,200.00 total	Post Cards – Min. 5,000 = \$2,500.00
10	6,200.00 total	12,175.00 total	Flyers / sheets – Min. 10,000 = \$5,000.00
15	9,125.00 total	18,200.00 total	Catalogs – Inquire for rate
20	12,075.00 total	24,050.00 total	Gift Distribution – Inquire for rate
25	14,950.00 total	29,500.00 total	Audio Presentation – Inquire for rate

## HOTEL LOBBY ADVERTISING

**HOTEL LOBBY SIGNS:** Four-color advertising opportunity on the bus schedule signs displayed in the lobbies of the official hotels where permitted. Advertising image area of 19"w x 6"h (sign size: 22"w x 36"h).

# of Hotels	Price
5	\$1,575.00 total
15	3,075.00 total
25	7,275.00 total
35 (Exclusive Package)	10,000.00 total

### FOR MORE INFORMATION

Contact **Bob Kaplan** at 1-800-616-CMAC (2622) or [bobk@cmac.net](mailto:bobk@cmac.net)

Visit our website: [www.cmacpromos.com](http://www.cmacpromos.com)

Contact us for: **Custom Programs** and **Special Value Packages**