

Roosevelt Island Advertising

Type	Location(s)	Ad Fee	Non-profit Ad Fee (30% Discount)	Install/Removal Fee	Specifications	Special Instructions	Notes
Red Bus Ads	Red Buses	\$160/two months (one ad per bus)	No cost (more than one ad TBD)	no cost	11"x46", vinyl or laminated	Must print nine (9) ads	\$80/month per ad, max of five (5) ads per bus. 10% off if purchased for year.
Tram Monitor Ad	Tram Monitors	\$120/month	\$84/month	n/a	Size: 11.11"x 8.33", jpeg file, 300 DPI	Ads must be received 5 business days prior to the end of the month.	Ads displayed on four 15"color monitors, running on a continuous loop. 10% off if purchased for year.
Standing Banners	Island wide	\$100/day per banner	\$70/day per banner	n/a	33" width max	Must specify location.	Maximum one week (7 days) standing.
Lamppost Banners	Island wide	\$300/month per lamppost	\$210/month per lamppost	\$100/lamppost	30"x60" vinyl banner, 18 ozs., w/ grommets, winds slits, top & bottom sleeves, double-sided	Must specify location.	Ad fee is \$150/week per banner (\$105 non-profit)