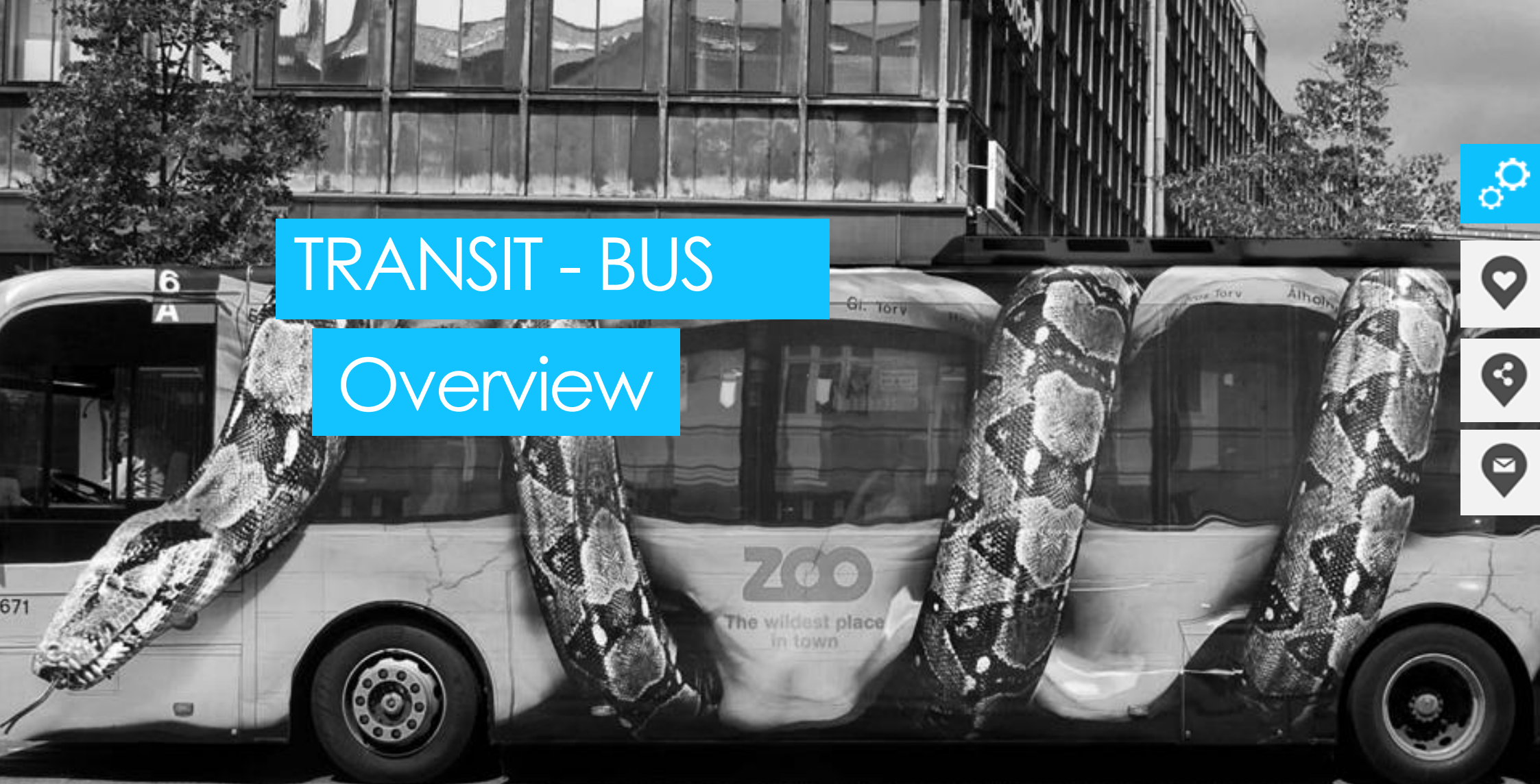


TRANSIT - BUS

Overview



Outdoor Advertising Proposal
Att: [Transit Overview](#)

Transit Formats

These Transit formats reach drivers, pedestrians and commuters, achieving large scale engagement, impact and brand visibility in the CBD and suburbs.



MEGASIDE

The Megaside is akin to a moving large format Billboard and is the true 'King of the CBD'.



TWIN 8

SHOW CASE

Our Showcase delivers big Billboard impact with 4x more creative space than a SF panel.



FULL BACK

With strong impact and long dwell time, the Full Back drives awareness and engagement.



Transit Packs - Impact

	Mega Side	Showcase	Full Back
Minimum Pack Options	National – Light, Medium, Heavy weighted packs available* State – 2 Panels* Local – 5 Panels*	National – Light, Medium, Heavy weighted packs available* Local – 10 Panels	National – Light, Medium, Heavy weighted packs available* State – 5 Panels* Local – 10 Panels Brand Builder – 5 Panels (conditions apply)
Timing	Minimum 6 weeks	Minimum 4 weeks	Minimum 4 weeks
Media Market Rates	State (2 panels) - \$10,200 Local (5 Panels) - \$25,500	Local (10 Panels) - \$32,000	State (5 Panels) - \$16,000 State (10 Panels) - \$32,000 Brand Builder (5 Panels) - \$16,000
Install Per Panel	\$725	\$200	\$200
Discounted Pack Media Rate	State (2 panels) - \$5,100 Local (5 Panels) - \$12,700	\$16,000.00	State (5 Panels) - \$8,000 Local (10 Panels) - \$16,000 Brand Builder (5 Panels) - \$9,500
Production Per Panel	\$985	\$250	\$300.00

*Pack Minimum varies according to state selected
NOTE: All pricing excludes GST



Transit – PORTRAIT SIDE

A vertical sidebar of social media sharing icons. From top to bottom: a blue gear icon, a white heart icon, a white location pin icon, a white share icon, and a white envelope icon. The icons are set against a white background with a blue border.

Transit Formats

For cost effective, broadcast reach in the CBD and suburbs, these Transit formats reach drivers, pedestrians and commuters.



PORTRAIT SIDE

This moving street furniture panel is 30% larger in size. Its 4 week vs 1-2 week cycle delivers longevity in market, critical to keep your brand top of mind throughout the path to purchase.



PORTRAIT REAR

Our Portrait Backs deliver affordable eye level exposure to motorists, when they have the time to read, absorb and recall advertising content.



SUPERSIDE GT REGIONAL

Reach 100% kerbside audience with our powerful street level bulletin – the Superside. A landscape format ideal for brand and retail messages.



Transit Packs - Impact

	Portrait Side	Portrait Rear	Super Sides GT
Minimum Pack Options	National – Light, Medium, Heavy weighted packs available* Local / State – 25 Panels	National – Light, Medium, Heavy weighted packs available* Local – 25 Panels	National – Light, Medium, Heavy weighted packs available* Local – 1 Panels Local – 10 Panels
Timing	Minimum 4 weeks	Minimum 4 weeks	Minimum 4 weeks
Media Market Rates	(25 panels) - \$25,000	Local (25 Panels) - \$23,500	Local – 1 Panels - \$4,000 Local – 10 Panels - \$40,000
Install Per Panel	\$35	\$35	\$NA
Discounted Pack Media Rate	(25 panels) - \$12,500	\$11,750.00	Local – 1 Panels - \$2,000 Local – 10 Panels - \$20,000
Production Per Panel	\$300	\$150	\$2150

*Pack Minimum varies according to state selected
NOTE: All pricing excludes GST



Powered By Natural Gas

ANZ mobile payments

VIA OXFORD ST

Air Conditioned

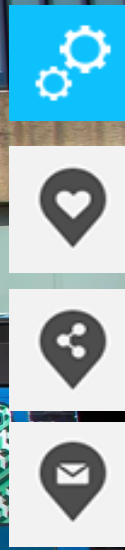
HOWEVER YOU CHOOSE TO PAY

EMERGENCY EXIT

YOU'LL GET IT FOR GRAB AT ANY TIME

WORLD YOUR WAY ANZ

Transit – WRAP



Transit Formats



MAXIVEHICLE

Deliver brand dominance, ownership and an elevated perception in market with the largest of all Transit formats, our Maxivehicle.

The 'hero' of any Transit campaign seeking to deliver cut through and impact. Add on complementary bus interiors for further commuter impact.



METRO BACK

The ideal format to complement other Outdoor formats and boost coverage and frequency, our Metro Backs deliver affordable eye level exposure to motorists.

Available on bus only



INTERIORS

Reach a highly captive audience who have time to read and absorb messages with our Interiors. Average bus journey time is 37 minutes, so these panels have huge cut through and allow for copy rich, call to action content.

Available on bus and tram. Specific depots can be targeted



Transit Packs - Impact

	BUS WRAP	METRO BACK	INTERIOR
Minimum Pack Options	National Area specific options* Local / State – 1 Vehicles	Available Nationally Local – 10 Panels Local – 20 Panels Local – 50 Panels	National – Light, Medium, Heavy weighted packs available* Local – 50 Panels Local – 100 Panels Local – 100 Panels
Timing	Minimum 8 weeks	Minimum 4 weeks	Minimum 4 weeks
Media Market Rates	(Maxi vehicle NSW) - \$65,000 (Maxi vehicle SA) - \$30,000 (Maxi vehicle VIC) - \$60,000 (Maxi vehicle WA) - \$47,000 (Maxi vehicle QLD) - \$50,000	Local – 10 Panels - \$7250 Local – 20 Panels - \$14500 Local – 50 Panels - \$36250	Local – 10 Panels - \$3750 Local – 20 Panels - \$7500 Local – 50 Panels - \$15000
Install Per Panel	\$8500	\$30	\$15
Discounted Pack Media Rate	(Maxi vehicle NSW) - \$32,500 (Maxi vehicle SA) - \$15,000 (Maxi vehicle VIC) - \$30,000 (Maxi vehicle WA) - \$23,500 (Maxi vehicle QLD) - \$25,000	Local – 10 Panels - \$5988 Local – 20 Panels - \$9250 Local – 50 Panels - \$17688	Local – 10 Panels - \$3250 Local – 20 Panels - \$4750 Local – 50 Panels - \$7500
Production Per Panel	\$8300	\$100	\$110

*Pack Minimum cost varies according to state selected
NOTE: All pricing excludes GST

Coverage Maps



Terms of Trade

- ✓ All prices quoted are **exclusive of GST**.
- ✓ Prior to confirmation of any booking, we require clients to be **credit approved**, or campaigns **must be pre-paid in full**.
- ✓ Outdoor advertising campaigns are not able to be **cancelled or changed** in any way after a contract is signed.
- ✓ With an email request, Billboards Australia may **hold (or “pend”) inventory**, in order to facilitate the booking process, for a maximum of 48 hours.
- ✓ All quoted rates are **valid for 7 days** from the date of proposal.
- ✓ Unless otherwise stated, any production quote is for **one piece of creative** only.
- ✓ **Billboard campaigns** run for a minimum of four weeks, with 13 available start dates each year.
- ✓ **Transit campaigns** run four weeks minimum, with 13 available start dates each year, or 26 start date options for selected formats.
- ✓ Digital billboards campaigns run for one week minimum and **all digital billboards display multiple advertisers**
- ✓ **Photography** is not guaranteed for all campaigns (please speak to your representative for more details).
- ✓ **Exact tram / bus depot panel distribution** is not guaranteed and can be subject to change throughout a campaign
- ✓ If Billboards Australia is printing the material for a campaign, **correct artwork is due 21 days before** campaign start date.
- ✓ Our **installation period** commences on the Friday prior to contracted start date and ends on the Tuesday following the contracted start date. Material which is **delivered on time** will be installed within the period if there are no weather or wind delays.
- ✓ If artwork or material delivery **deadlines are not met**, the campaign is at risk of being installed late.
- ✓ Campaign end date does not guarantee removal of copy.

Please refer to the Terms and Conditions section of the advertising order for more information.





Billboards Australia



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