

TAMPA HISTORIC STREETCAR MONTHLY ADVERTISING RATE CARD

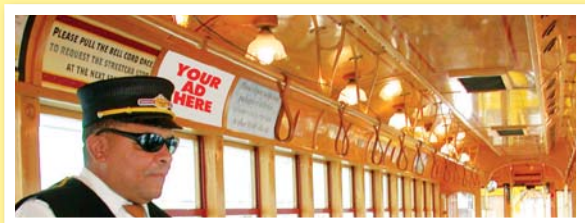


FRONT/ REAR PANELS



- \$150 per panel per month plus \$75 one-time produce & install
- 24.25" wide x 25" tall (Allow 1/2" margin on all sides for live area)

INTERIOR PANELS



- \$300 per month plus \$200 one-time produce & install
- Full Fleet - 9 Cars
- 26.5" wide x 11" tall (Allow 1/2" margin on all sides for live area)

STEP PANELS



- \$200 per car per plus \$140 one-time produce & install.
- 4 steps per car
- 36" wide x 6" tall (Allow 1/2" margin on all sides for live area)



OTHER ADVERTISING OPPORTUNITIES

STATION & CAR NAMING RIGHTS



- Not only do you get visual brand/logo recognition, but you get audible call outs every time the streetcar starts and stops at your station - further adding to your value.

CAR TOPPER



- Limited availability - ask us for details. \$1,000.

Facts At-A-Glance

- Streetcar now connects to Whiting Street in downtown Tampa - even more exposure with increased visibility and ridership!
- Target visitors, residents, shoppers and students with over 43,000 riders annually
- Over 812,000 cruise passengers each year
- 86,000 people come to Tampa each year for conventions

Quick Rider Facts

- 52% are visitors from outside Florida (48% live in Florida)
- 80% travel in groups of 2 or more



WWW.TECOLINESTREETCAR.ORG

Contact **Laurie Gage - Direct Media**
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