

NEW MEXICO PARK & RIDE 2011



King Kong Wrap Driver side 174" x 105"



Back Wrap 95" x 62"

This is a program undertaken by Templeton Marketing in conjunction with All Aboard America. There are numerous 45' coaches available for 'back and king kong wraps advertising' only. Advertisers have a unique opportunity for targeting select routes with a head turning, billboard sized display area.

<u>Routes Available</u>	<u>Qty</u>	<u>King Kong Wrap*</u>	<u>Back Wrap</u>
Santa Fe Shuttle(smaller bus)	2	\$600/ea/mo	NA
Santa Fe-Los Alamos	8	\$700ea/mo	\$450ea/mo
Santa Fe-Espanola	2	\$700eamo	\$450/ea/mo
Santa Fe-Las Vegas	1	\$550ea/mo	\$400ea/mo
Santa Fe-Eldorado-Edgewood/Moriarty	1	\$600eamo	\$450/ea/mo
Espanola-Los Alamos	2	\$600ea/mo	\$400/ea/mo
Las Cruces-E Paso(Gold Route)	4	\$700ea/mo	\$450ea/mo



Smaller Bus Driver side 144" x 113"
Load side 126" x 113



*Load side \$100/mo less

Features include:

Hours of operations: 4:30am to 8pm plus mid day routes.

Average 2.5 roundtrips daily per vehicle, 5 days/week (Monday thru Friday). Added exposure with weekend charters.

Average mileage per vehicle/month(approx):

Santa Fe 'in town' Shuttle	3-4000
Santa Fe-Los Alamos	4-5000
Santa Fe-Espanola	3-4000
Espanola-Los Alamos	3-4000
Santa Fe-Eldorado-Edgewood/Moriarty	3-5000
Las Cruces-El Paso	4-5000

Primary stops and pickups in Santa Fe are at District 5, DOT(Alta Vista), DOT(Cordova Cntr), Pera Bld, Sheridan.

Los Alamos stops include TA 3, 20th & Central & Pojaque.

Las Cruces-El Paso Gold Route and Silver Route(W Sands) info:

<http://nmshtd.state.nm.us/upload/images/ParkNRide/Gold%20Route%20Final%20050310.pdf>

Large format outdoor advertising media available that reaches into Santa Fe, Espanola, Los Alamos, Las Cruces-White Sands, and Sandoval County.

Production Estimate:

Back Wrap-production of vinyl installed: \$900 *

King Kong Wrap-production of vinyl, window vision installed: \$2200*

Smaller bus: King Kong Wrap-production of vinyl, window vision installed: \$1900*

(template available for graphic artist)

*Subject to slight modification