



## *Marketing Opportunities*

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The Anaheim Resort Transportation (ART) system is the transportation choice of guests to The Anaheim Resort™.

ART transports over 3 million guests annually between 65 local hotels and the Disneyland® Resort entertainment complex, Anaheim Convention Center, Angel Stadium, Honda Center, Shops at GardenWalk, Outlets at Orange, Crystal Cathedral, Discovery Science Center, Westfield MainPlace, Knott's Berry Farm, Medieval Times, Pirates Dinner Adventure and the California Welcome Center.








The 74 buses that make up the ART fleet have become an ideal advertising vehicle to reach patrons who use the ART service, as well as those who see the buses on The Anaheim Resort's™ busy streets.

Following is a menu of advertising opportunities to fit a variety of budgets and present your message to the valuable audience.

ANAHEIM RESORT TRANSPORTATION



## *MENU of OPPORTUNITES*

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- |  |   |   |
|--|---|---|
|  <a href="#"><u>Bus Tail Wrap</u></a>   |  <a href="#"><u>Rack Cards</u></a>               |  <a href="#"><u>View Print-friendly<br/>Version</u></a> |
|  <a href="#"><u>Bus Full Wrap</u></a> |  <a href="#"><u>On-board Billboards</u></a>    |   |
|  <a href="#"><u>ART Passes</u></a>    |  <a href="#"><u>Visitor Brochure (Map)</u></a> |   |

## ***Bus Tail Wrap***

Forty-four (44) buses are available. The advertising cost is \$1,500 net per month per bus. We would prefer a minimum 3-month commitment.

### **Equipment availability:**

- ***Tail wrap with window***

### **Production Cost:**

***\$700 ea.***



**NABI – 40-foot bus**



**Kodiak – 32-foot bus**



## Bus Full Wrap

The design permits messaging on the sides of the buses while maintaining a strong Anaheim Resort branding presence.

The advertising cost for a full wrap is \$4,000 per month per NABI bus and \$2,700 per month per 32-foot bus.



Entourage – 32' Bus



Starcraft – 32' Bus



NABI – 40' Bus



Kodiak – 32' Bus

| <u>Equipment availability:</u> | <u>Production Costs:</u> |
|--------------------------------|--------------------------|
| • NABI 40' buses               | \$ 7,000 ea              |
| • ALL 32' buses                | \$ 5,000 ea              |



## Front Advertising Rack

Up to 10 buses are available to have an exterior front rack advertising. This unique advertising opportunity requires a minimum two-week showing. A one month showing is \$375 per bus.

Live Area per Side:

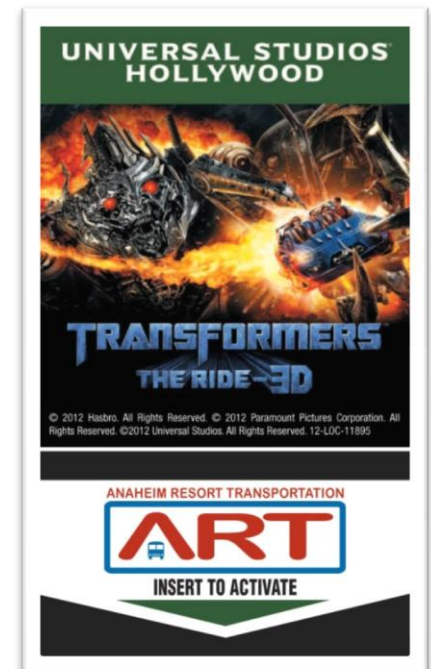
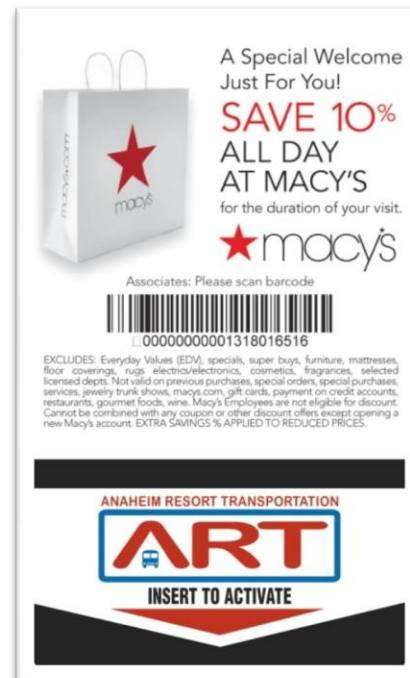
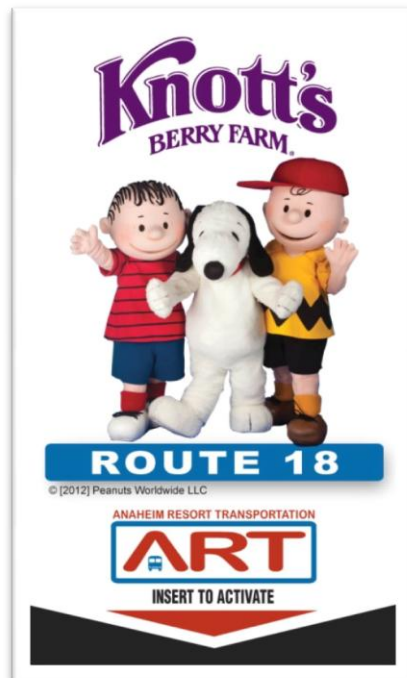
Production Cost per Side:

• NABI 40' buses 1'x3'     \$150 ea



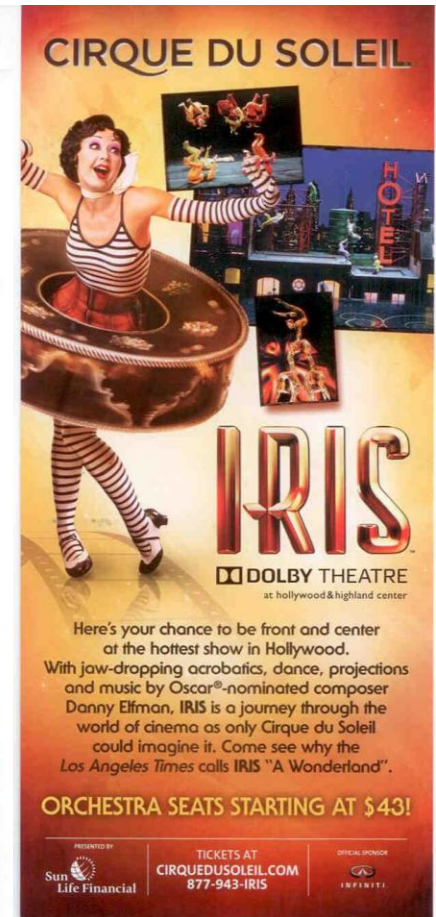
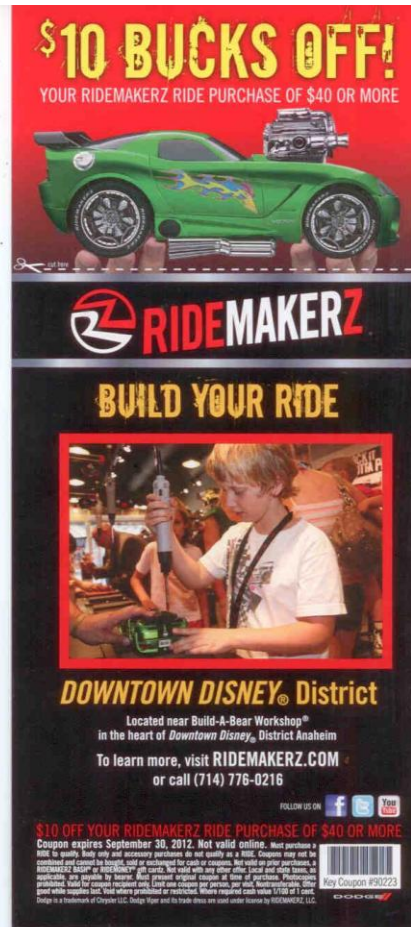
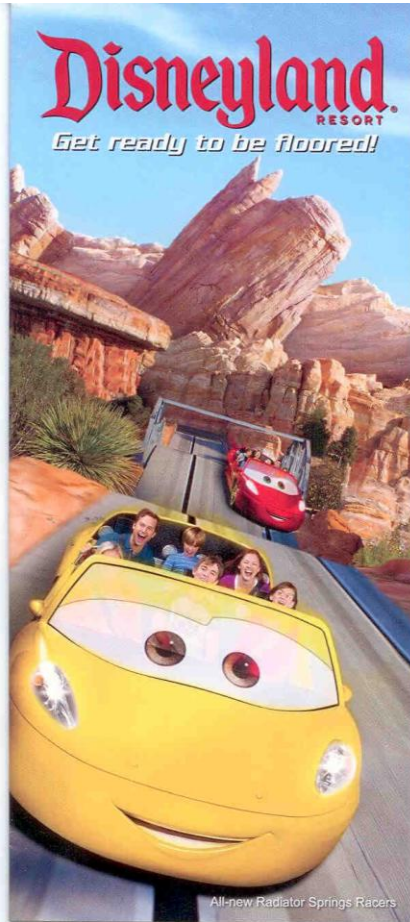
# ART Passes

Approximately 1 million ART passes are sold per year. Passes are printed at various times throughout the year allowing advertisers the opportunity to change their message/offer. The cost to advertise on the front of the passes is \$.05 per pass.



# Rack Cards

Rack cards can be distributed on the buses for \$300 per week. During peak season, approximately 3,000 pieces are required per week to meet customer demand.



# On-board Billboards

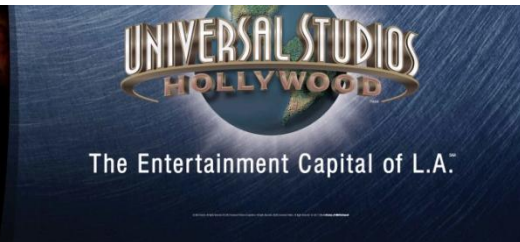
## Production Costs:

**\$40 per panel**

Currently 44 buses are capable of taking up to 7 interior advertising billboards.

A 3-month minimum commitment and the cost is \$100 net per billboard per month is requested.

Live area 11"x 60"



ANAHEIM RESORT TRANSPORTATION



Anaheim Resort Transportation (ART) is the transportation system for the greater Anaheim Resort™ area. Every stop in the system offers frequent service with our easy-to-spot ART buses. All routes are interconnected with transfers at Disneyland's Main Transportation Center, GardenWalk and the Convention Center.

888.364.ARTS (2787)  
www.RideArt.org

## Visitor Information Brochure

There are 450,000 visitor information brochures distributed in 60 hotel lobbies within the Anaheim, Orange, and Garden Grove areas. A total of 150,000 are distributed in winter/spring (Nov. – March) and 300,000 are distributed in summer/fall (April – October).



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TRANSFORMERS  
THE RIDE 3D  
MAY 2013

UNIVERSAL STUDIOS HOLLYWOOD™

|                                   |          |
|-----------------------------------|----------|
| Two middle panels (8 x 9)         | \$13,200 |
| Back panel (4 x 9)                | \$ 8,900 |
| Inside full panel (3 5/8 x 8 5/8) | \$ 6,000 |
| 1/2 inside panel (4 1/2 x 3 1/2)  | \$ 4,000 |

An Amazing  
Collection of  
**Restaurants**

JUST STEPS FROM DISNEYLAND®

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## ANAHEIM RESORT TRANSPORTATION



*should be part of your marketing plans to reach leisure and business travelers as well as residents of the Southern California market.*



*For more information or for further information on these advertising opportunities contact:*

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