

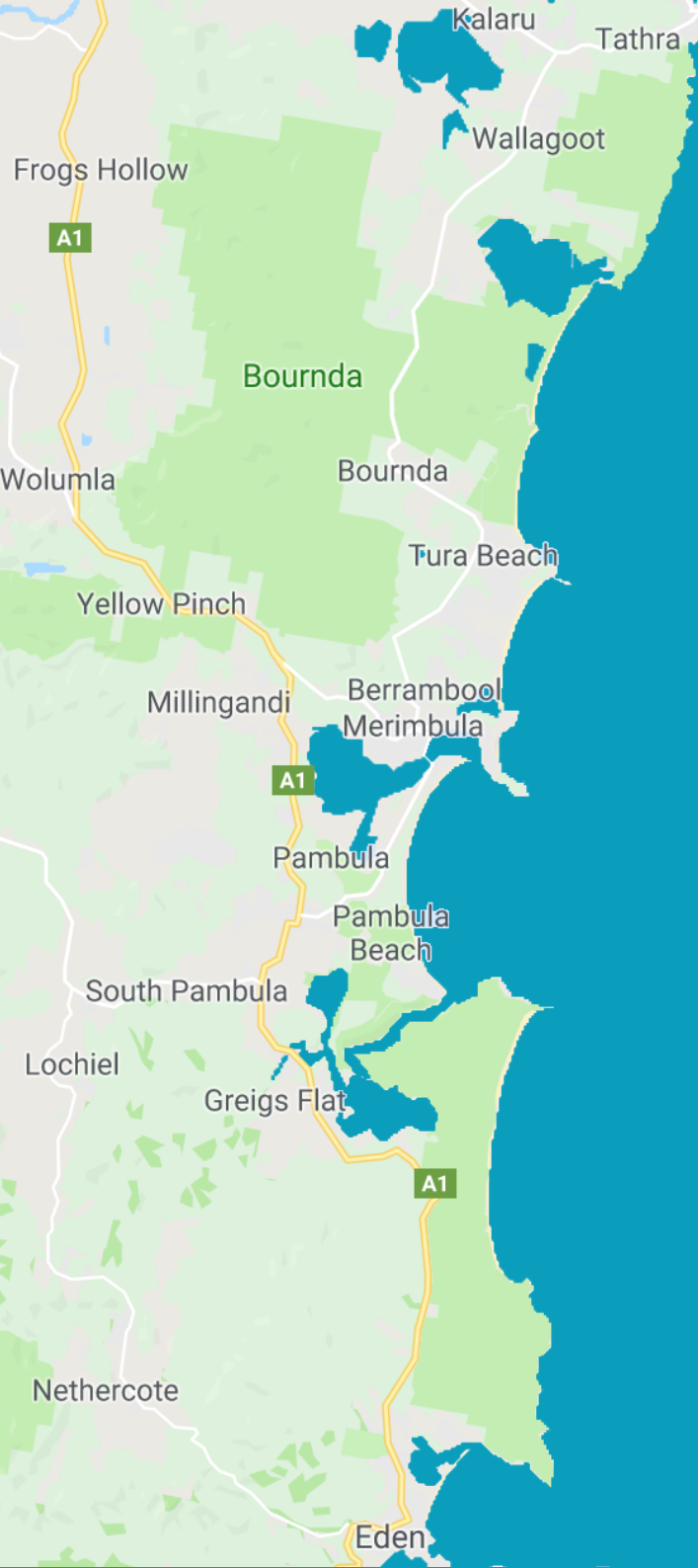


GET on the BUS

From just \$10 a day,
get all the attention you need

If you want maximum exposure,
maximum attention and
maximum business success

bus advertising
is your solution!



Bus advertising

Maximum exposure & business success

Sapphire Coast Buslines has a modern fleet of more than 38 buses and semi-coaches on the road.

Covering a diverse area of more than 3000 kilometre six days a week from Pambula to Merimbula, Tathra, Bega, Eden and all places in between.

Bus advertising reaches a mass audience cost effectively, therefore it's only a matter of time before you will watch the results roll in!

It's big, it's bold and impossible to miss!



Design

Make the most of your bus ad

**A good ad
must have:**

✓ Simple,
clear
messages

✓ Strong
image or
branding

✓ Clear,
easy to read,
large font

Design & Install

We will help you organise a professional designer who specialises in large format design.

We can also liaise directly with the sign writer on your behalf to print and install.

We make sure you approve all artwork before it's printed and installed.



Design tips:

- ✓ Simple is best.
- ✓ Don't try and put too much info onto your ad as people won't be able to read it when the bus goes past.
- ✓ Make sure the font is big and a clear colour that's easy to read.
- ✓ Choose a great image.
- ✓ Easy to read phone number.
- ✓ Clear and simple message: Book Now!

Bus Advertising

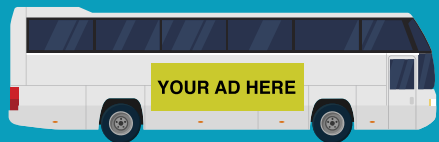
Side, Mega Side & Maxi Side

What better way of attracting the attention of pedestrians, motorists and shoppers than to advertise on the side of a bus? Your well placed advertisement will be sure to get noticed as it's driven through the main streets of town several times a day.

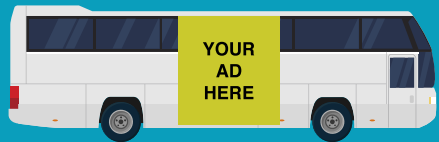
✓ Bus advertising with Sapphire Coast Buslines is a cheap way to get your brand noticed!

✓ Attract the attention of pedestrians and motorists!

✓ High impact advertising!



Side



Mega Side



Maxi Side

GET on the BUS



Side



Mega Side



Maxi Side

Bus Advertising

Rear Top & Rear Bottom

Stuck in traffic? Command the attention of your audience with the high impact and direct approach of rear bus advertising. With size options to meet your budget Sapphire Coast Buslines will help you get your business to grow!

- ✓ Eye catching!
- ✓ Captive audience!



Rear Top



Rear Bottom



Bus Advertising

Full wrap

For the **MAXIMUM** impact of your advertising campaign, why not “**WOW**” your target market with this moving billboard? Advertising your brand with Sapphire Coast Buslines will ensure you get noticed!

 **MAXIMUM**
exposure!



Full wrap



Full wrap

Cost

Flexible options to get you on the bus

Get in touch to discuss a package that suits you!

Back or Sides

*3 month, 12 month and
3 year packages
available*

Design, print and
install your sign
from **\$500** ex GST

3 & 6 month contract
from **\$350** ex GST
per month

12 month contract
from **\$310** ex GST
per month

3 year contract
from **\$280** ex GST
per month

Full wrap

*6 month, 12 month
and 3 year
packages available*

Design, print and
install your sign
Price on application

6 month contract
from **\$770** ex GST
per month

12 month contract
from **\$885** ex GST
per month

3 year contract
from **\$795** ex GST
per month

Price is per side.

SPECIAL OFFER

New customers who

**GET
on the
BUS**

get an extra

3 month's rental

(Min 12 month contracts)

FREE!

Examples of Advertising



Examples of Advertising



Examples of Advertising



Examples of Advertising



Examples of Advertising



Create your moving billboard today and **Get On the Bus!**

We are happy to discuss a range of bus advertising options to suit your individual needs.

For more details contact
Michelle Caldwell

Charter & Marketing Coordinator
(02) 6495 6452
busad@scbuslines.com.au

