

THINK OUTSIDE THE BUS

for your next campaign



RATE CARD 2023

With the ability to reach specific regional areas, you can't go past Tassielink bus advertising.

Call 6210 5201 for more information.

Tassielink
TRANSIT

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Why on earth (or at least in Tassie) use Tassielink bus advertising?

If you need to deliver your message to targeted locations, you can't go past Tassielink's rural and regional bus routes.

From the East Coast to the West Coast, Northern Midlands to the Tasman Peninsula and everywhere in between we can drive your message home.

Fear of T-Rex eating us for lunch makes us look at bus advertising!

Because bus advertising is moving, instinct forces us to look at it, a reaction left over from the prehistoric age where watching out for predators was crucial for survival! Ingrained, unconscious behaviour makes people look at the ads... if they're there!



It is a high impact, moving billboard that grabs an audience's attention, directly at eye level, giving your brand momentum in the locations you need.

The upside of the outside of a bus

Bus advertising is ideal to reach a large audience repeatedly and consistently.

It has a big advantage over TV and radio advertising - it does not depend on the channel a person is watching or listening to and cannot be turned off. People are literally forced to see them... we'll push it on everyone!

Repetition will ensure your brand is front and centre in your customer's mind when they think about what ever you are offering.

We won't pull your ad down just because your time's up

Tassielink bus advertisers often remain on buses longer than the contracted period for no additional charge. If we don't have another advertiser knocking down the door for your spot at the end of the contract, it's yours until we do.

DON'T JUST THINK OUTSIDE THE BUS, TAKE A LOOK AT THE ADS ON OFFER



Advertising format/size

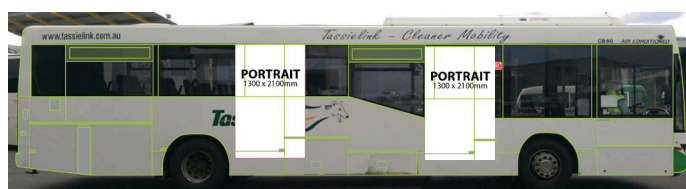
Advertising cost (ex-GST):	(3+ mths)	(1-2 mths)
Full rear (2400mm x 2400mm):	\$385.00	\$425.00
Superside (6850mm x 2250mm):	\$550.00	\$605.00
Mini Superside (2500mm x 2400mm):	\$385.00	\$425.00
Showcase (4200mm x 2100mm):	\$440.00	\$490.00
Portrait side (1300mm x 2100mm):	\$275.00	\$300.00
Twin portrait (1300mm x 2100mm) x 2:	\$385.00	\$425.00
Interiors (740mm x 305mm - min 2 per bus):	\$20.00	\$25.00
Full wrap 12.5 m bus (bespoke per bus):	\$1,320.00	\$1,450.00

Production and installation (ex-GST):

Full rear:	\$819.60
Superside:	\$2,171.40
Mini Superside:	\$819.60
Showcase:	\$1,432.20
Portraits:	\$337.92
Twin Portraits:	\$674.52
Full wrap:	\$9,609.60
Interiors:	\$30.00

NB: Noting that additional \$211.20 applies for any install requirements on buses on the Evandale - Cressy & Strahan - Burnie routes. Sizes may vary slightly dependent on bus specifications.

Discounts available for 12-month advertising campaigns.
For more information on options call 6210 5201.



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We've got Tassie covered

Routes available

Hobart to Campania - via Cambridge and Richmond

Hobart to Bicheno - via Swansea

Hobart to Tasman Peninsula - via Eaglehawk Neck, Port Arthur and Nubeena

Strahan to Burnie - via Queenstown

Hobart to Huon Valley - via Kingston, Ranelagh, Cygnet, Geevston and Dover

Please note routes are subject to change.



Want to get on board?

To discuss your requirements or
request a campaign quote contact
Justine today:

6210 5201

justine.brazil@corcomms.com.au

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