



Media & Mobile Advertising & Pricing

Old Town Cart's Media & Mobile Advertising provides repetitive delivery to your target audience. Because our vehicles are driven continuously throughout town, your advertisement has the opportunity to be displayed in any target neighborhood. Our routes run from St. Augustine beach to Historic downtown St. Augustine!

Old Town Cart (OTC) originated from two St. Augustine locals who specifically aimed to solve the transportation and parking issue in their town. Our mission is to provide a service of transportation that allows tourists and residents a more fun, convenient, and affordable way of travel.

Summer in St. Augustine is necessary to market as tourism is rampant, schools are out, and residents are active. OTC's advertising availability starts soon, and with the summer tourist season in full effect, now is the time to shine!

Packages:

- INTERIOR MEDIA SCREEN ADVERTISING: \$200/Monthly**
 - This package includes all four (4) of our vehicles!
 - A 10-second view of your campaign on a constant loop.
 - Your advertisement will have up to 120 exposure opportunities per day.
 - Our Carts will display media advertisements on a 13" screen.
 - Our Trollies will display media advertisements on a 32" screen.

- EXTERIOR MOBILE BILLBOARD FOR CARTS: \$700.00/Monthly**
 - This package includes one (1) sign on the back of each cart's safety handle.

- EXTERIOR MOBILE BILLBOARD FOR TROLLIES: \$750/Monthly**
 - This package includes one (1) sign on the back of our trollies.

TERMS & CONDITIONS:

- The development and design of each advertisement will be the advertiser's responsibility.
- OTC provides only the vehicle's rear placement or interior media screen.
- OTC provides advertisement placement on:
 - **One (1) eight-passenger cart**
 - **Two (2) twelve-passenger carts**
 - **One (1) twenty-five-passenger trolley**
- *Our vehicles run Thursday - Sunday, 4:00 pm - 2:30 am (*subject to change).
- OTC will keep your ads clean and all maintenance required.
- All OTC drivers will be up to date on all advertisements.
- OTC will allow for one advertisement update per quarter.
- Contingencies will consist of non-competing advertisements.
- If any damages occur, they will be documented and reported, and a credit will be issued.

Client Name

Client Signature

Date

OTC Representative

OTC Representative Signature

Date