

# BE SEEN *In Atlanta*

THE PEACHTREE  
TROLLEY CO.  
ADVERTISING SPECS

## INTERIOR ADVERTISEMENTS

Dimensions are 24" W by 11" H.

When designing the advertisement please note that the actual vertical "live" space is about 10.5" H. This is due to the rack system that holds the ads in place. Therefore please leave any copy inside the live space. Set any bleeds at .25".

## EXTERIOR ADVERTISEMENTS

### CURB SIDE

Dimensions are 49" W by 16.5" H.

When designing the advertisement please note that the actual vertical "live" space is about 16" H. This is due to the rack system that holds the ads in place. Therefore please leave any copy inside the live space. Set any bleeds at .25".

### DRIVERS SIDE

Dimensions are 40.5" W by 16.5" H.

When designing the advertisement please note that the actual vertical "live" space is about 16" H. This is due to the rack system that holds the ads in place. Therefore please leave any copy inside the live space. Set any bleeds at .25".

### BACK OF TROLLEY

Dimensions are 28.5" W by 21.5" H.

When designing the advertisement please note that the actual vertical "live" space is about 21" H. and the horizontal "live" space is 28" W. This is due to the rack system that holds the ads in place. Therefore please leave any copy inside the live space. Set any bleeds at .25".

## FILES ACCEPTED

High Res PDFs, Illustrator ai or eps with fonts converted to outlines and any linked files included. InDesign files with fonts and any linked files included.

**For more information about advertising space contact us at 404-668-1531.**

*"Hang an advertisement on the side of a trolley car and you will be a marketing genius."*

*- Forbes Magazine*



**404-668-1531**

**www.thepeachtreetrolley.com**

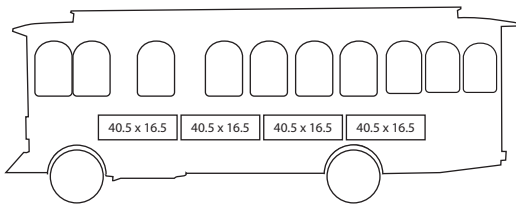
# Hop on board the city's most unique and effective advertising vehicle.

Let this charming trolley get your message moving.

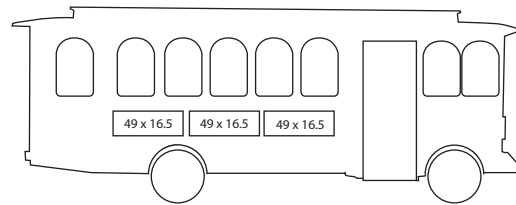


## EXTERIOR SIGNBOARD RATES

With only seven exterior signboards space is limited. Don't miss out on this exclusive and exciting way to advertise.



**Driver's Side –  
4 Placements Available**  
Size: 40.5"W by 16.5"H  
Rate: \$750.00 / Month



**Curb Side –  
3 Placements Available**  
Size: 49"W by 16.5"H  
Rate: \$750.00 / Month

### **Special Deal:**

**Advertise on the exterior and get a free interior advertisement.**

3 Months – you pay production for both (approximately \$125 per sign)

6 Months – you pay production for one and we pay for the other

12 Months – we pay production for both ads!

## INTERIOR SIGNBOARD RATES

A fantastic way to reach a captive audience, advertise to our passengers on one of our interior graphic displays.

### **14 Placements Available**

Size: 24"W by 11"H

Rate: \$250.00 / Month for 3 Months – you pay production (~\$125)

Rate: \$200.00 / Month for 6 Months – we pay production

Rate: \$150.00 / Month for 12 Months – we pay production

Signboard advertising is available in month-to-month, 3 month, 6 month and annual contract terms.

Prices do not include production costs. All advertisers must use our design company for sign production. All artwork to be provided by advertiser according to specifications. All designs must be approved by The Peachtree Trolley Co. Available on a first come, first served basis.

**For more information about advertising space contact us at  
404-668-1531 or email [info@thepeachtreetrolley.com](mailto:info@thepeachtreetrolley.com).**