

Bus Shelter - Fact Sheet

Revenue Potential:

- \$350 - \$450 gross monthly per shelter face.
- Each shelter has two faces.
- Monthly net potential: \$490-\$630
- \$7,560 annual revenue potential per shelter.
- Additional shelters would increase ridership.
- Shelter ads would sell quickly.*

*NOTE: The current billboard law would need to be amended to tap into this revenue source; however, if the law were amended, this type of advertising would be unique and popular in Maine.

Estimated Shelter Costs (based on Nashua, NH* data):

- Cost of shelter - \$7,685
- Concrete Pads: \$975 ▪ Delivery: \$150
- Labor (estimated assembly/placement):
- preassemble, placement on pad: 6 hours

*The City of Nashua, NH purchased and maintains their own shelters. In the spring of 2009, they also began installing the shelters. They have 12 shelter faces and keep 70% of revenue earned (30% goes to ATA for selling the advertising). Average price of advertising is \$450 for national advertisers; local advertisers will pay less.



Information and photos of shelters, located in Nashua and Manchester, New Hampshire, provided by ATA, a vendor for bus and bus shelter advertising.