



BILLBOARDS AUSTRALIA, Transit Bus Overview



Transit advertising is a cost effective way to keep your brand out in front with exceptional head on, eye level exposure to motorists.

BILLBOARDS
DIGITAL
BUS / TRAM
BUS SHELTER
TAXI

RAIL PLATFORMS
AIRPORT
TRAINS
STREET POSTER
MOBILE

RETAIL
WIFI
SAMPLING
SCOOTER
PRINTING

BUS FORMATS



**1 IN 4 PEOPLE ARE LIKELY TO REMEMBER
A FULL BACK CAMPAIGN**
SOURCE | MOMENTUM STUDY | HOOP

These Transit formats reach drivers, pedestrians and commuters, achieving large scale engagement, impact and brand visibility in the CBD and suburbs.



METRO BACK

The ideal format to complement other Outdoor formats and boost coverage and frequency, our Metro Backs deliver affordable eye level exposure to motorists.

Available on bus only



PORTRAIT SIDE

This moving street furniture panel is 30% larger in size. Its 4 week vs 1-2 week cycle delivers longevity in market, critical to keep your brand top of mind throughout the path to purchase.

Available on bus and tram



FULL BACK

With strong impact and long dwell time, the Full Back drives awareness and engagement.

Bus only (not available on trams)



MAXI VEHICLE

Deliver brand dominance, ownership and an elevated perception in market with the largest of all Transit formats, our Maxi Vehicle.

The 'hero' of any Transit campaign seeking to deliver cut through and impact. Add on complementary bus interiors for further commuter impact.

Available on bus (National) and tram (Melbourne and Adelaide).
Depot specific coverage. Multiple bus options available by market.



METROBACK BUS

Metro PACKS

PACKAGES

BENEFITS

MetroBacks are available from most depots and can be bought in the recommended light, medium and heavyweight packs. Panels can also be bought by market and spread amongst different depots.

	MetroBack 10	MetroBack 20	MetroBack 50
Options	Available Nationally Area Specific options*	Available Nationally Area Specific options*	Available Nationally Area Specific options*
Minimum Quantity	10 Panels	20 Panels	50 Panels
Timing	Minimum 4 Weeks	Minimum 4 Weeks	Minimum 4 Weeks
Media Rate Per Pack	\$7,250.00	\$14,500.00	\$36,250.00
Discounted Media Rate	\$5,988.00	\$9,250.00	\$17,688.00
Install Per Panel	\$350.00	\$700.00	\$1,700.00
Production Per Pack	750.00	\$1,450.00	3,550.00

NOTE: All pricing excludes GST. No QR Codes allowed.



PORTRAIT
SIDES
BUS

PORTRAIT SIDES

Packs Only

Panel Name	Village Name / Panel minimum Weights	Suburb / Transit Depot	State	Size	TOTAL DISPLAY WEEKS (Guaranteed)	MEDIA VALUE (inc. STA)	PRODUCTION	MINIMUM INSTALL	MEDIA BOUGHT RATE
PORTRAIT SIDES (Bus)									
NATIONAL PACK	300	General Distribution	National	PS	8	\$792,000	\$24,278	\$13,500	\$237,800
FULL STATE PACK NSW	100		NSW	PS	8	\$264,000	\$14,446	\$4,500	\$126,800
FULL STATE PACK VIC	70		VIC	PS	8	\$184,800	\$12,846	\$3,150	\$66,528
FULL STATE PACK QLD	60		QLD	PS	8	\$158,400	\$12,312	\$2,700	\$57,024
FULL STATE PACK WA	40		WA	PS	8	\$105,600	\$9,889	\$1,800	\$38,061
FULL STATE PACK SA	30		SA	PS	8	\$79,200	\$7,780	\$1,350	\$28,512
HALF STATE NSW	50		NSW	PS	8	\$132,000	\$11,779	\$2,250	\$63,360
HALF STATE VIC	35		VIC	PS	8	\$92,400	\$8,870	\$1,575	\$36,036
HALF STATE QLD	30		QLD	PS	8	\$79,200	\$7,780	\$1,350	\$30,888
HALF STATE WA	20		WA	PS	8	\$52,800	\$5,780	\$900	\$20,592
HALF STATE SA	15		SA	PS	8	\$39,600	\$4,871	\$675	\$15,444
QTR STATE NSW	25		NSW	PS	8	\$ 66,000	\$6,871	\$1,125	\$31,680
Yarra Trams Portrait Sides	20		VIC	PST	8	\$ 36,000	\$2,400	\$800	\$29,400

NOTE: Total cost to you is the Bought Media Rate + Install + Production. All pricing excludes GST. No QR Codes allowed.

WHEN LIGHTS FLASH

40

I need the perfect shot.

GIVE WAY

Switzerland

I need Switzerland.

M 8452

NOT PERMITTED TO CARRY
OR PASSENGERS
OR SERVICE
BY STANDING

FULLBACK
BUS

FULLBACK PACKAGES

BENEFITS

FULLBacks are available from most depots and can be bought in the recommended light, medium and heavyweight packs. Panels can also be bought by market and spread amongst different depots.

	Full Back 1	Full Back 3	Full Back 10
Options	Available Nationally Area Specific options*	Available Nationally Area Specific options*	Available Nationally Area Specific options*
Minimum Quantity	1 Panel	10 Panels	15 Panels
Timing	Minimum 8 Weeks	Minimum 8 Weeks	Minimum 8 Weeks
Media Rate Per Pack	\$12,000.00	\$77,440.00	\$116,160.00
Discounted Media Rate	\$5,800.00	\$23,500.00	\$35,040.00
Install Per Pack	\$275.00	\$2,750.00	\$4,125.00
Production Per Pack	\$1057.00	\$2,750.00	\$3,335.00

NOTE: Total amount payable is the combination of Discounted Media Rate, Installation and Production. All pricing excludes GST.



MAXIBUS FULL WRAP

MAXIBUS

FULL WRAP

BENEFITS

FULL WRAPS are available from most depots and can be bought in the recommended light, medium and heavyweight packs. Panels can also be bought by Specific depots

	MAXIBUS	MAXIBUS	MAXIBUS
Options	Available Nationally Sydney*	Available Nationally Melbourne*	Available Nationally Adelaide*
Minimum Quantity	1 BUS	1 BUS	1 BUS
Timing	Minimum 8 Weeks	Minimum 8 Weeks	Minimum 8 Weeks
Media Rate Per Pack	\$69,600.00	\$64,000.00	\$30,800.00
Discounted Media Rate	\$25,520.00	\$23,400.00	\$15,320.00
Install Per Pack	\$8,500.00	8,500.00	\$8,500.00
Production Per Pack	\$8,100.00	\$8,100.00	\$8,100.00

NOTE: Total amount payable is the combination of Discounted Media Rate, Installation and Production. All pricing excludes GST.

BUS FORMATS

These Transit formats reach drivers, pedestrians and commuters, achieving large scale engagement, impact and brand visibility in the CBD and suburbs.



MEGASIDE

The Megaside is akin to a moving large format Billboard and is the true 'King of the CBD'.

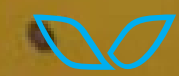
Bus only (not available on trams)



SHOW CASE

Our Showcase delivers big Billboard impact with 4x more creative space than a SF panel.

Available on bus and tram



Billboards Australia



5637 **TRANSLink** Visit translink.com.au Call 131230
EMERGENCY EXIT

SOLO
SINCE 1973



Crushing Thirst
SINCE 1973

EMERGENCY EXIT **KINETIC 5637**

MEGASIDE
BUS

MEGASIDE BUS

BENEFITS

Megasides are available from most depots and can be bought in the recommended light, medium and heavyweight packs. Panels can also be bought by market and spread amongst different depots.

	Megaside	Megaside	Megaside
Options	Available Nationally Area Specific options*	Available Nationally Area Specific options*	Available Nationally Area Specific options*
Minimum Quantity	1 Panel	8 Panel	30 Panels
Timing	Minimum 8 Weeks	Minimum 8 Weeks	Minimum 8 Weeks
Media Rate Per Pack	\$11,728.00	\$93,824.00	\$351,840.00
Discounted Media Rate	\$7,278.00	\$34,493.00	\$115,552.00
Install Per Pack	\$800.00	\$6,400.00	\$24,000.00
Production Per Pack	\$2,700.00	\$6,890.00	\$20,528.00

NOTE: Total amount payable is the combination of Discounted Media Rate, Installation and Production. All pricing excludes GST.

emporium
CREATIVE HUB

Bendigo's Creative Industries Coworking Co

131

Christian's

BINGE

THE LAST OF US

STREAMING JAN 16

HBO ORIGINAL

EMERGENCY EXIT

PT➤

SHOWCASE
BUS

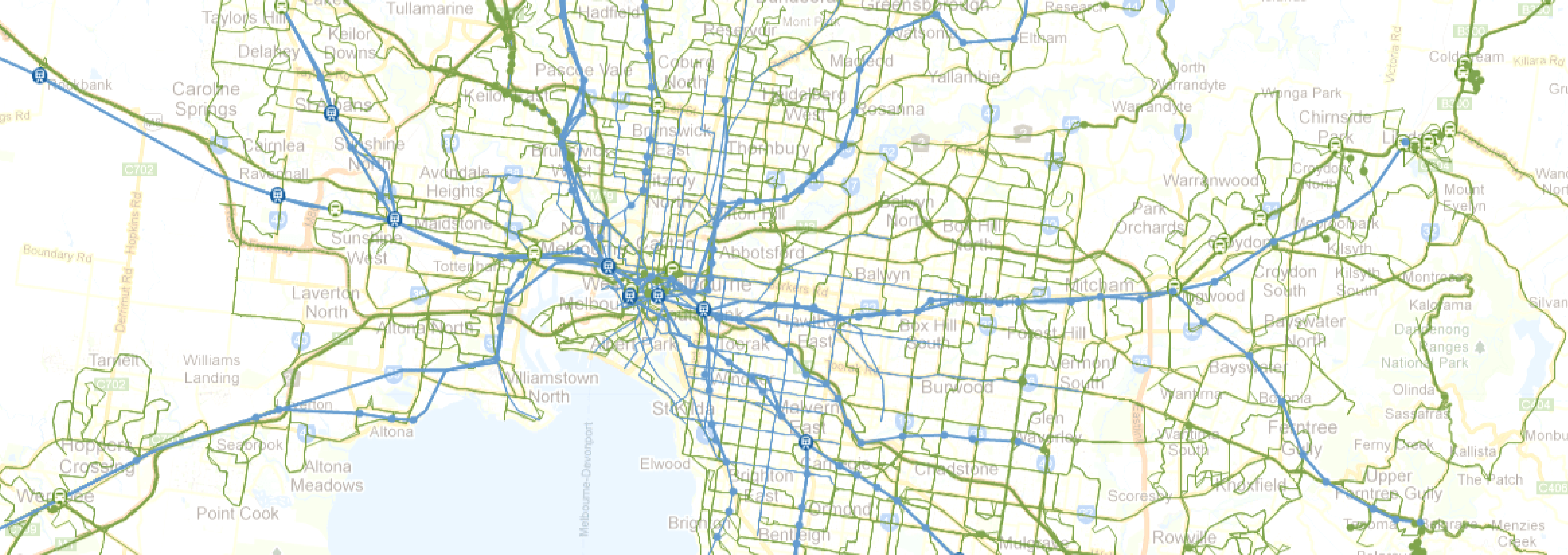
SHOWCASE BUS

BENEFITS

Showcase sides are available from most depots and can be bought in the recommended light, medium and heavyweight packs. Panels can also be bought by market and spread amongst different depots.

	Showcase	Showcase	Showcase
Options	VIC Area Specific options*	NSW Area Specific options*	SA Area Specific options*
Minimum Quantity	15 Panels	20 Panels	7 Panels
Timing	Minimum 8 Weeks	Minimum 8 Weeks	Minimum 8 Weeks
Media Rate Per Pack	\$115,080.00	\$153,440.00	\$53,704.00
Discounted Media Rate	\$35,647.00	\$47,196.00	\$18,769.00
Install Per Pack	\$3,750.00	\$5,000.00	\$1,750.00
Production Per Pack	\$9,717.00	\$12,137.00	\$5,281.00

NOTE: Total amount payable is the combination of Discounted Media Rate, Installation and Production. All pricing excludes GST.



BUS DEPOTS



[Click here for
NEW SOUTH
WALES >](#)



[Click here for
VICTORIA >](#)



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WESTERN
AUSTRALIA >](#)



[Click here for
SOUTH
AUSTRALIA >](#)



[Click here for
QUEENSLAND >](#)

NOTE: If the depot you are after is not listed here, ask your account manager. It is more than likely we now have it.



CONNECT WITH US.



BBA Digital

Helping our ooh clients in online media buying. We plan, execute and optimise data driven programmatic campaigns that allow you to reach your ideal consumer across all online platforms.

[Download overview here](#)

1300 750 922

e sales@billboardsaustralia.com.au

w billboardsaustralia.com.au



Billboards Australia Pty Ltd

We connect brands with people. We deliver the right audiences, in the right locations, because we offer every billboard and ooh format type across all vendors, throughout Australia and New Zealand.

1300 750 922

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w billboardsaustralia.com.au



THINK
BIG.



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Outdoor Billboard Advertising.

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