

# What's yellow and green and seen all over?

One form of advertising that thousands of islanders follow every day is bus advertising. With a fleet of 40 buses in operation around Guernsey the Island Coachways fleet, operated on behalf of the States of Guernsey, provide excellent advertising opportunities for businesses looking to generate maximum awareness.



**Alex Ford,  
Sarnia Estate Agents**

*"Bus advertising works for us. It is an excellent and effective way of communicating your name across the island."*

**Chris Gnapp,  
Leapfrog Recruitment**

*"The impact of our purple bus travelling around the island every day increasing brand awareness has been a real talking point."*

**Justin Le Tissier,  
Innovate Kitchen Design**

*"Not only is it great value for money but it is also fantastic all year round advertising seen by different people every day."*



**ISLAND COACHWAYS**

QUALITY SERVICE DELIVERED SAFELY

**Tel: 720210 [www.icw.gg](http://www.icw.gg)**

# Advertising options

<b>Full Wrap</b>	<b>£15,000</b>	<b>Full Back</b>	<b>£5,500</b>	<b>Boot Lid</b>	<b>£1,600</b>
1 Vehicle per 24 months		1 Vehicle per annum		1 Vehicle per annum	
					
Dimensions	On application	1940mm(w) x 2160mm(h)		1626mm(w) x 508mm(h)	
<b>Rear Window</b>	<b>£1,600</b>	<b>Interior Advertising</b>	<b>£800</b>	<b>Interior Advertising</b>	<b>£1,200</b>
1 Vehicle per annum		40 Vehicles, 1 winter season *		40 Vehicles, 1 summer season *	
					
1778mm(w) x 546mm(h)		1575mm(w) x 356mm(h) x 33 buses 1400mm(w) x 440mm(h) x 7 buses		1575mm(w) x 356mm(h) x 33 buses 1400mm(w) x 440mm(h) x 7 buses	

## IMPORTANT INFORMATION

Prices are for advertising space only.  
All design artwork and production costs paid by client.

Island Coachways recommends the following companies to print and fit bus advertising.

Dowding Signs Tel: 729975  
Island Scan Tel: 259188  
Smith Signs Tel: 247749

\* Winter season from October to March  
\* Summer season from April to September

## KEY FACTS

- Vehicles will be rotated and cover the whole island. They will be off road for short periods, whilst they undergo regular maintenance and servicing.
- Average miles covered per annum per vehicle are 30,800.
- Passengers' movements on bus services during last Winter: Oct-March: were 613,135 and 943,247 in last Summer: April-Sept: Total: 1,556,382.
- Commuter movements average 46,000 per month.
- OAP passenger movements average 19,000 per month.
- These vehicles are also used for some daily school bus services.

**For more information please contact Jenny on  
01481 720210 (press 3) or email [jenny@icw.gg](mailto:jenny@icw.gg)**

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