

**SigntechMedia**  
Out of Home Advertising

# LibertyBus Advertising Media Pack 2025



[signtech.je/media](https://signtech.je/media)



**libertybus**





# We're your outdoor media, creative and production agency for high-impact advertising that takes your message to the people, wherever they are.

We are the only, 'full-service' outdoor advertising media agency in the Channel Islands. As an integral part of Signtech, our commitment is to equip your business with all the essentials to thrive in the public eye. Whether you seek guidance, meticulous campaign planning, creative solutions, or seamless print and installation services, we've got you covered. Our goal is to simplify the process, making it effortlessly convenient for you to leverage the impact of outdoor advertising across the entire island, both in print and on-screen.

We're the official agents for

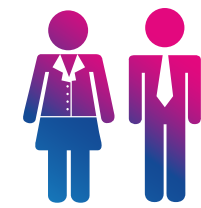


- + Campaign Planning & Advice
- + Bookings & Management
- + Creative Services
- + Print & Install
- + Maintenance

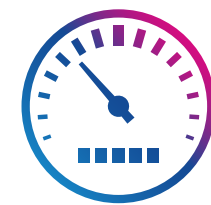


# Welcome

to the world of LibertyBus  
Island-Wide Advertising!



**4.9 Million**  
Passenger journeys in  
2023 across the network



**35,000 Miles**  
That's the total each main  
fleet bus travels each year



**7 Days a Week**  
All year round from early  
morning until late evening



**x25 Routes**  
Each main fleet bus services all  
routes on a daily rotation to give  
you Island-wide awareness

Operating around just 45 square miles, LibertyBus advertising provides probably the most frequently seen, highest-impact & most cost effective form of advertising available in Jersey.



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media@signtech.je



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High  
On-Road  
Time

# Main Fleet Single Deckers

Perfect or high profile, Island-wide awareness 7 days a week!

Prices  
start from  
**£18.50**  
per day

- + Service all 25 routes on a daily rotation
- + 35,000 miles a year per bus
- + 7 days a week/362 days a year
- + 5am - Late evening

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High  
On-Road  
Time

# Main Fleet Double Deckers

A high frequency fleet operating in the high population areas of St Helier, the west and the airport 7 days a week.

Prices  
start from  
**£33**  
per day

- + Dedicated Airport Route 15 & 22
- + Dedicated Route 14 (Apr - Oct only)
- + Over 100,000 passenger journeys per bus
- + High frequency departures every 15 minutes

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Medium  
On-Road  
Time

# Extended Fleet Single Deckers

A good mid-range choice. This fleet services the peak-time school routes as well as supporting the main network during the day.

Prices  
start from  
**£15**  
per day

- + Support the main network during the day
- + 7 days a week/362 days a year
- + Service peak-time school routes am & pm (term times only)

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# School Fleet Single Deckers

Low  
On-Road  
Time

A budget choice to target students or carry your message to a peak-time audience mornings and afternoons.

Prices  
start from  
**£3**  
per day

- + Service school routes am & pm (term times only)
- + Fantastic peak-time awareness
- + Perfect for community based campaigns
- + Perfect for young audiences





# 2025 Rate Card

## Double Decker

| Site Description                          | 12 Months | 6 Months | Print and Fit |
|---|-----------|----------|---------------|
| Double Decker Full Wrap                   | £19,000   | -        | POA           |
| Double Decker Rear Wrap                   | £9,990    | -        | POA           |
| Double Decker Sides                       | £8,250    | -        | POA           |
| Double Decker Interior - Tall Stair Panel | £1,460    | £950     | £375          |
| Double Decker Interior - Drivers Panel    | £795      | £530     | £150          |

## Main Fleet - Single Decker

| Site Description            | 12 Months | 6 Months | Print and Fit |
|-----------------------------|-----------|----------|---------------|
| Main Fleet Full Wrap        | £12,750   | -        | POA           |
| Main Fleet Bootlid & Window | £6,350    | £4,250   | £420          |
| Dedicated Town Bootlid      | £2,550    | £1,600   | £250          |

## Extended Fleet - Single Decker

| Site Description                | 12 Months | 6 Months | Print and Fit |
|---------------------------------|-----------|----------|---------------|
| Extended Fleet Bootlid & Window | £4,750    | £3,200   | £420          |
| Extended Fleet Bootlid          | £2,900    | £1,850   | £250          |

## School Fleet - Single Decker

| Site Description                  | 12 Months | 6 Months | Print and Fit |
|-----------------------------------|-----------|----------|---------------|
| School Fleet Bootlid              | £740      | £470     | £250          |
| School Fleet Bootlid Package (x5) | £3,200    | £2,150   | £925          |

## Town Link (2x Bus Package)

| Site Description       | 12 Months | 6 Months | Print and Fit |
|------------------------|-----------|----------|---------------|
| Town Link Bootlid (x2) | £4,750    | -        | £560          |

## Internal Panels (all buses)

| Site Description                 | 12 Months | 6 Months | Print and Fit |
|----------------------------------|-----------|----------|---------------|
| Interior Panel x1                | £700      | £470     | £100          |
| Interior Panel x15 (One per bus) | £7,350    | £4,750   | £1,500        |
| Interior Panel x30 (One per bus) | £12,600   | £7,950   | £2,000        |

- + Campaign Planning & Advice
- + Bookings & Management
- + Creative Services
- + Print & Install
- + Maintenance



# Enquire & book

We make it easy for you to get your business out and about by providing everything you need from start to finish.

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