Main Front entrance oversized panels: $4000 per panel

Advertising Location #1

Full color printed mesh banners installed onto exterior perforated steel structures at MCC entrance. Each banner measures 149” wide x 216” high. Panel A requires rental of Serra Ballrooms 1 & 2. Panel C requires rental of all Steinbeck Ballrooms. All 3 panels (A, B and C) available to groups that rent all spaces at MCC.
Advertising Location #2

Full color printed adhesive vinyl fabric graphic applied to interior column at Level One entrance. Each graphic to measure 30” wide x 60” high. Total of 4 spaces available.

Inside entrance columns: $1000 per column
Registration area columns: $1000 per column

Advertising Location #3
Full color printed adhesive vinyl fabric graphic applied to interior partition at Level One entrance.
Each graphic to measure 60” wide x 48” high. Total of 6 spaces available.
Elevator doors: $3000

Advertising Location #5
Full color printed adhesive vinyl graphic with matte finish applied to elevator doors at Level One. Graphic for both doors to measure 48” wide x 84” high. Requires rental of Level 1 - Serra / Level 2 - Steinbeck Ballroom and Mezzanine all space at MCC.
Advertising Location #7

Full color printed adhesive vinyl graphic applied to smooth surface of step faces from Level One to Mezzanine. Total of 2 locations available. Level one to Mezzanine is 21 steps, each step 100" wide x 6.25" high. Mezzanine to Level Two is 21 steps, each step 73" wide x 6.25" high. Pricing is the same for each location. Approval based on space rented.

Stairwell graphics: $3500, 2 available
Advertising Location #8

Full color printed single-sided fabric banners at Mezzanine. Banners to hang from ceiling.
Banners can be any size, but 120” wide x 120” high is an attractive size.
Can fit up to 2 side-by-side in this space. Approval based on space rented.

Escalator wall:
$2000
Advertising Location #9

Full color printed adhesive fabric graphic applied to glass window at Level Two overlooking Jeffer’s Plaza. 42” wide x 67” high. May be single-sided or double-sided, priced per side.

Upper terrace window: $1000
Level Two fabric graphic: $1000
Escalator wall partition: $2500
The Details:

-Costs shown herein include the cost of printing, installing and dismantling the graphics, as well as the publicity value for each promotion. Graphics will be ordered by ASTA.

-Graphic design is the responsibility of the sponsor. Sponsor must provide a print-resolution and print-ready file to ASTA by January 17, 2020. Graphics are subject to review and approval by ASTA.

-Graphics would be installed on the morning of Friday, January 31, 2020 and dismantled after 10am on Tuesday, February 4, 2020.