

ADVERTISE WITH ERIE METROPOLITAN TRANSIT AUTHORITY

DRIVE YOUR MESSAGE FURTHER.





WHY TRANSIT ADVERTISING?

- Buses are moving billboards – circulating in the busiest areas of the city and throughout Erie County.
- Bus advertising offers exposure to local commuters, drivers and pedestrians. Ads are typically displayed on the exterior of the bus and come in a variety of sizes, and high-impact formats to reach your audience. Buses go where people go!
- Advertisements on the interior of the bus allow for a captive audience, targeting ridership demographics.
- Bus Shelter advertisements allow advertisers to target geographic areas for both riders and passers by.
- Bus ads move throughout residential and core business areas, delivering your message throughout the marketplace all day, every day.



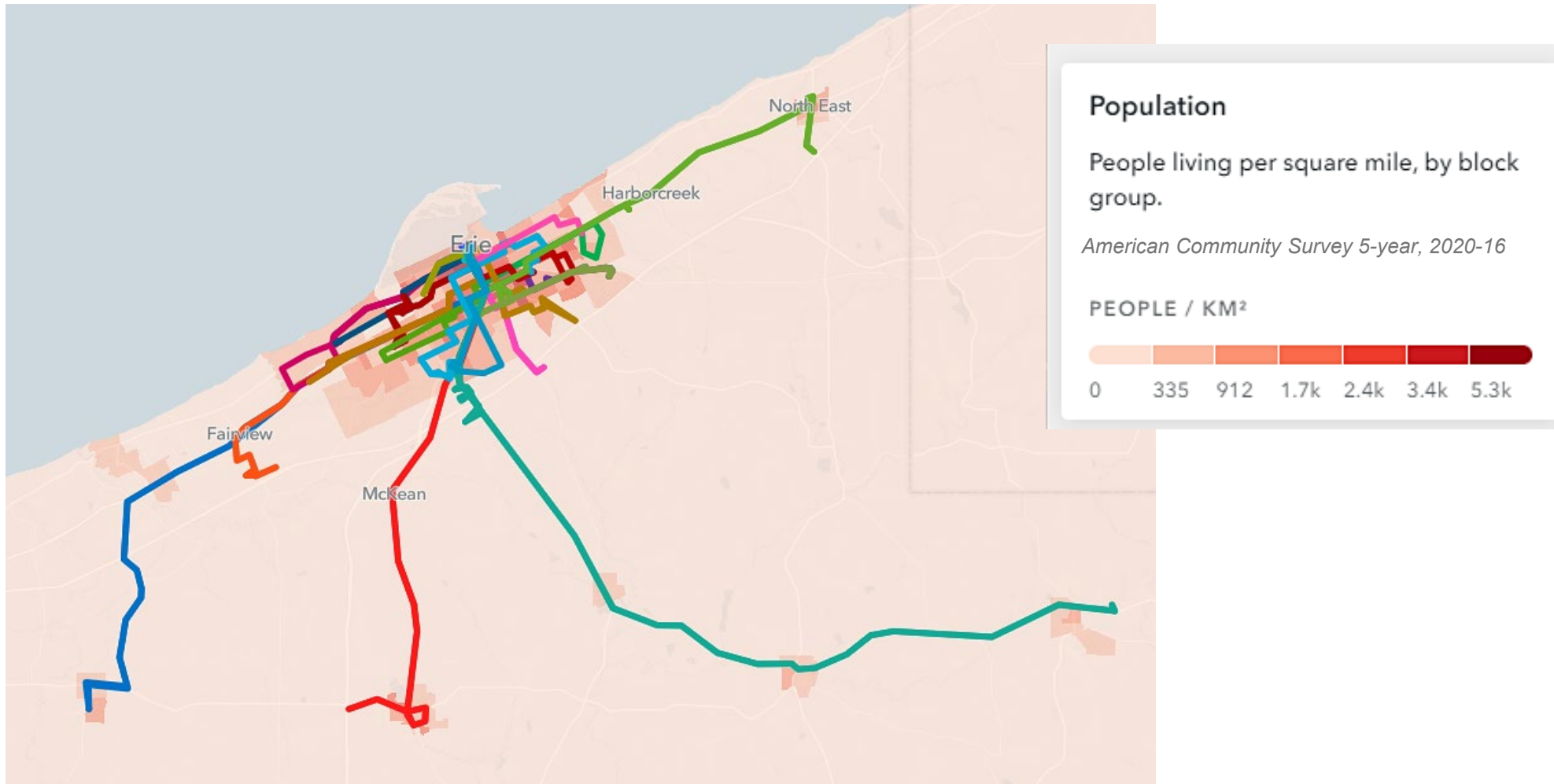
MORE INFORMATION: SARAH MORRISON | SMORRISON@RIDE-THE-E.COM | 814-459-8922 X 122

ABOUT OUR SYSTEM



- EMTA (Erie Metropolitan Transit Authority) provides over 3 million rides a year in Erie County. In operation since 1966, EMTA currently operates 28 fixed routes through the City of Erie and Erie County.
- EMTA Fixed Route buses travel nearly 2 million miles throughout Erie County each year.
- In order to provide reliable service to as many as possible in Erie County, these fixed routes operate an average of over 20 hours and over 5,500 miles each day Monday through Saturday.
- EMTA averages 7,500 impressions per bus and 51,000 impressions per bus shelter every month. These figures are based upon ridership and does not include the thousands of additional impressions ads can attract from the general public.

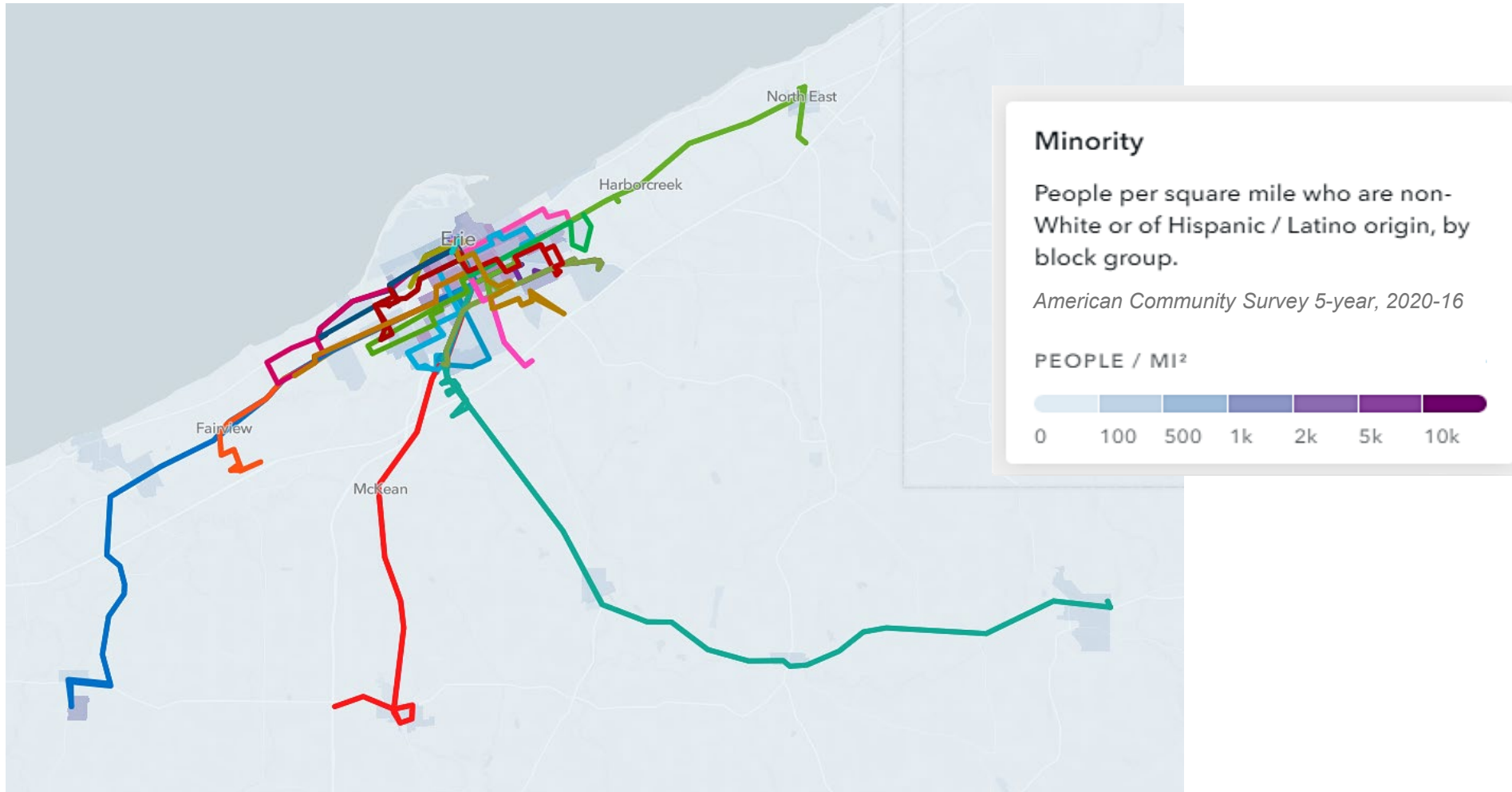
ABOUT OUR SYSTEM



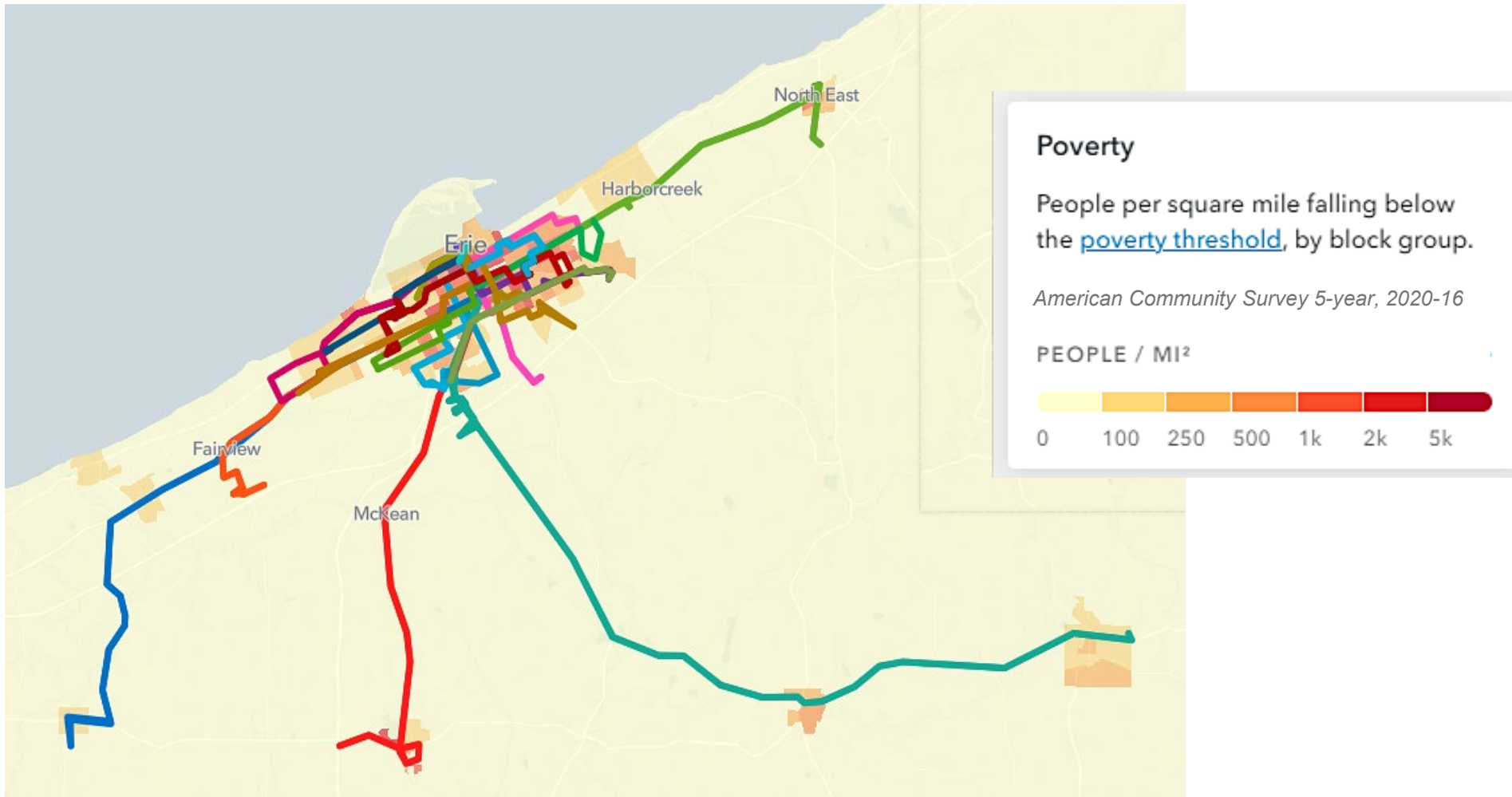
ABOUT OUR SYSTEM



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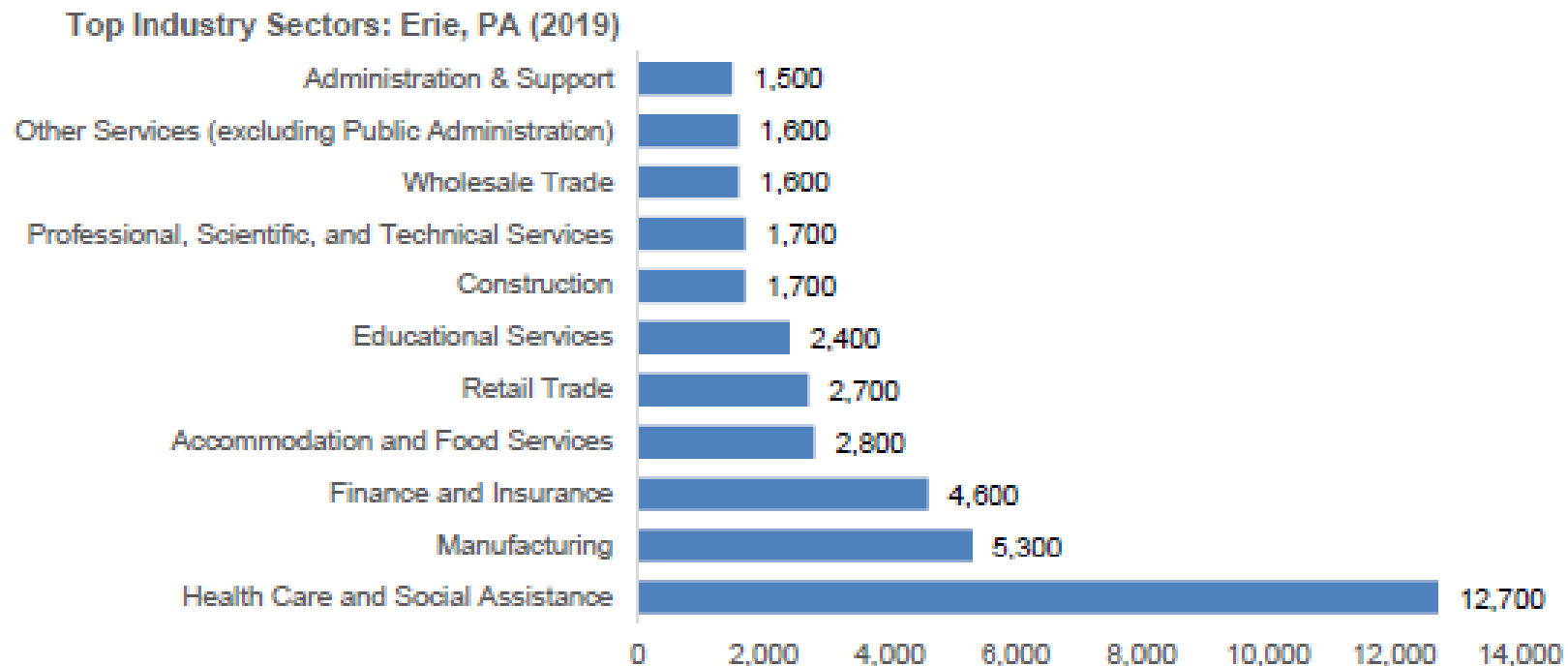
ABOUT OUR SYSTEM



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Source: US Census On the Map

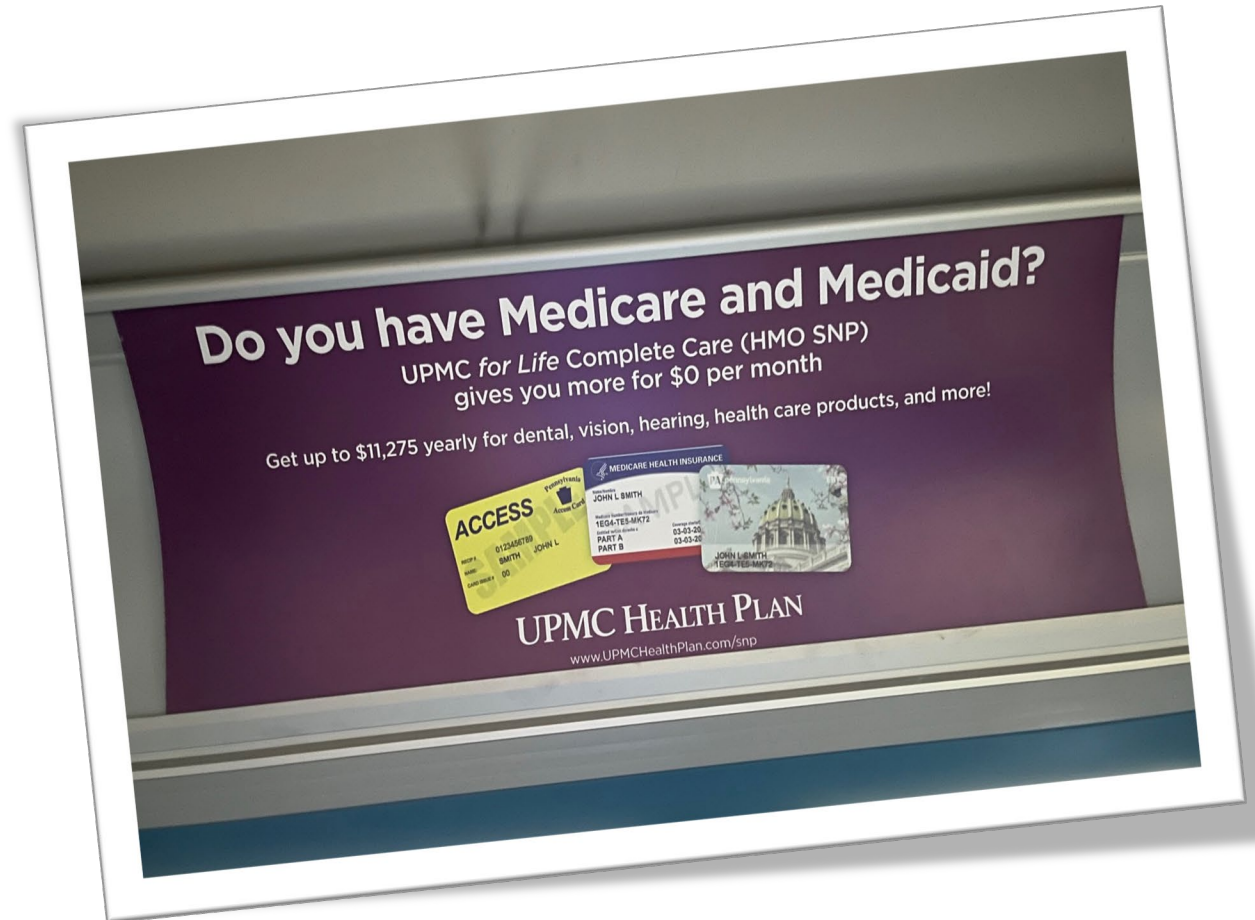


INTERIOR ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- \$1,275 per month
 - Includes one card per bus (50 total cards)
- Additional cards can be added
 - \$20 per additional card
- Production: \$13 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 11" x 28" (.9'x 2.3')
- 25% discount for non-profits



TAIL ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$250 per ad
- 3-5 ads: \$240 per ad
- 6-11 ads: \$230 per ad
- 12 or more: \$200 per ad
- Production: \$97 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 19" x 58" (1.5'x 4.83')



SHELTER ADS

RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$250 per ad
- 3-5 ads: \$245 per ad
- 6-11 ads: \$235 per ad
- 12 or more: \$200 per ad
- Production: \$105 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 72" x 22.5" or 44 7/8" x 30 7/8"
6 x 1.8 (banner) or 3.7 x 2.5' (frame)



QUEEN ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$266 per ad
- 3-5 ads: \$255 per ad
- 6-11 ads: \$242 per ad
- 12 or more: \$215 per ad
- Production: \$135 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 30" x 88" (2.5' x 7.3)



KING ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$328 per ad
- 3-5 ads: \$306 per ad
- 6-11 ads: \$286 per ad
- 12 or more: \$ 255 per ad
- Production: \$185 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 30" x 144" (2.5' x 12')



SUPER KING ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$338 per ad
- 3-5 ads: \$315 per ad
- 6-11 ads: \$295 per ad
- 12 or more: \$262 per ad
- Production: per ad \$265
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 30" x 229" (2.5' x 24.9')



KING KONG ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$660 per ad
- 3-5 ads: \$640 per ad
- 6-11 ads: \$620 per ad
- 12 or more: \$590 per ad
- Production: per ad \$1,689.64
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 98" x 229" (8.1' x 24.5')



BUS WRAP ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$3,075 per ad
- 3-5 ads: \$2,800 per ad
- 6-11 ads: \$2,550 per ad
- 12 or more: \$2,050 per ad
- Production: per wrap \$12,058.23
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: Vary
- 6 month minimum commitment



FOR QUALIFYING ORGANIZATIONS

LIFT- QUEEN ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$230 per ad
- 3-5 ads: \$210 per ad
- 6-11 ads: \$190 per ad
- 12 or more: \$ 175 per ad
- Production: \$127 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 27" x 45" or 27" x 60"
2.25' x 3.75' or 2.25' x 5'

FOR QUALIFYING ORGANIZATIONS

LIFT- KING ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$290 per ad
- 3-5 ads: \$280 per ad
- 6-11 ads: \$270 per ad
- 12 or more: \$ 240 per ad
- Production: \$171.30 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 30" x 144" (2.5' x 12')



FOR MORE INFORMATION, PLEASE CONTACT

SARAH MORRISON, DIRECTOR OF MARKETING AND PUBLIC RELATIONS

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