

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



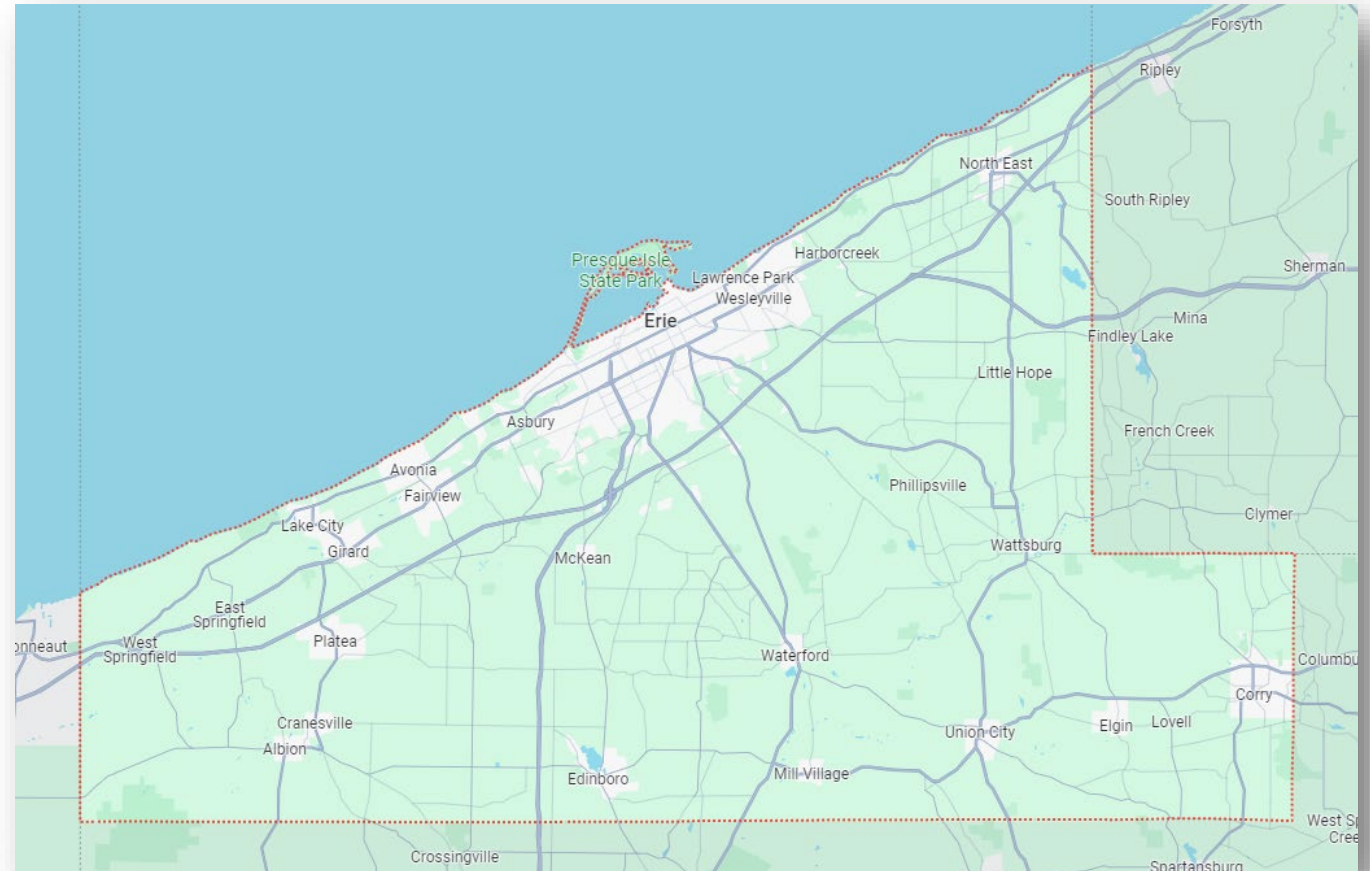
- EMTA (Erie Metropolitan Transit Authority) provides over 3 million rides a year in Erie County. In operation since 1966, EMTA currently operates 28 fixed routes through the City of Erie and Erie County.
- EMTA Fixed Route buses travel nearly 2 million miles throughout Erie County each year.
- In order 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.

ABOUT OUR SYSTEM

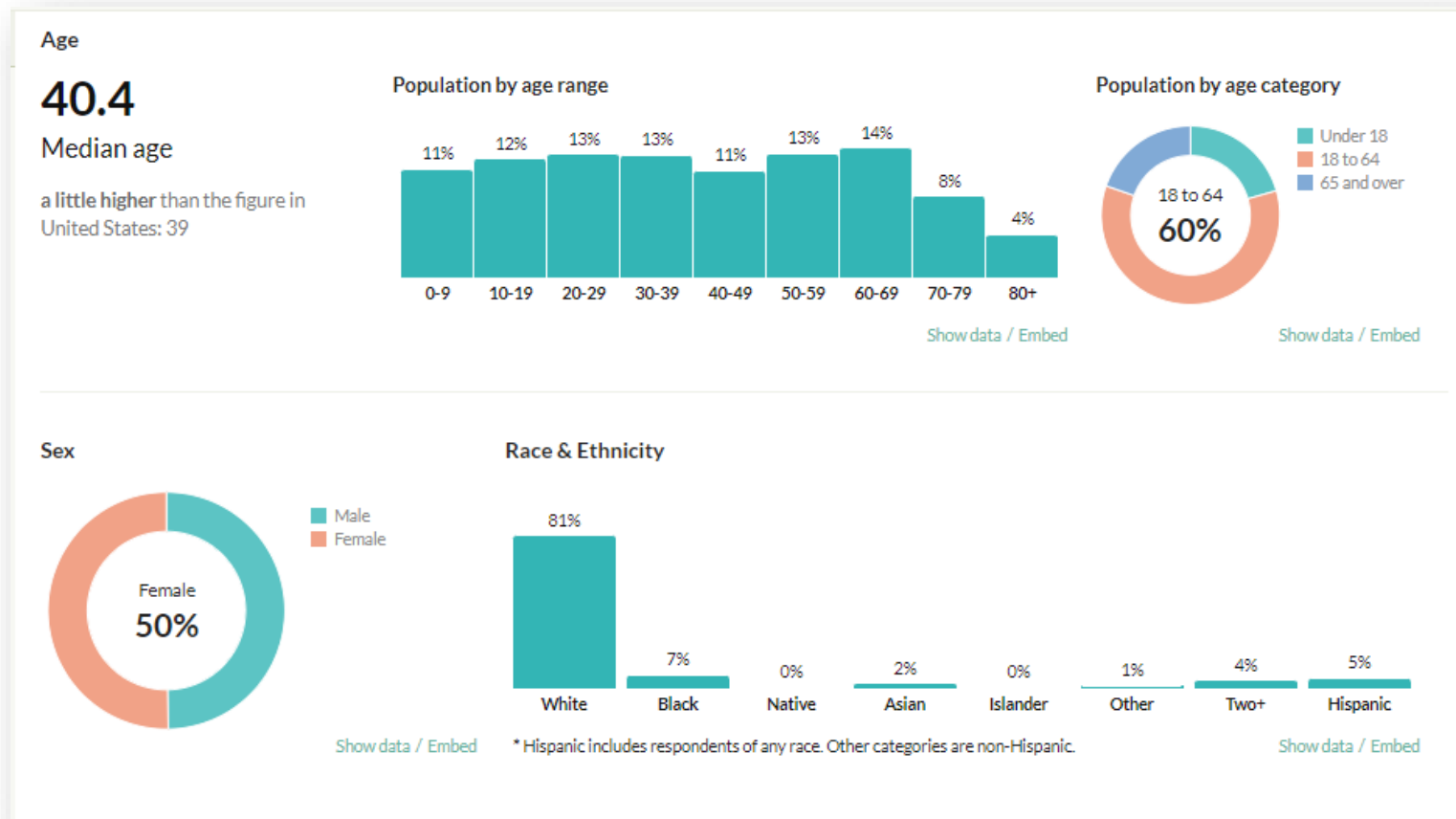


Erie, PA Metro Area
Core Based Statistical Area in:
Erie-Meadville, PA CSA, United States

267,689 Population
798.9 square miles
335.1 people per square mile
Census data: ACS 2022



ABOUT OUR SYSTEM



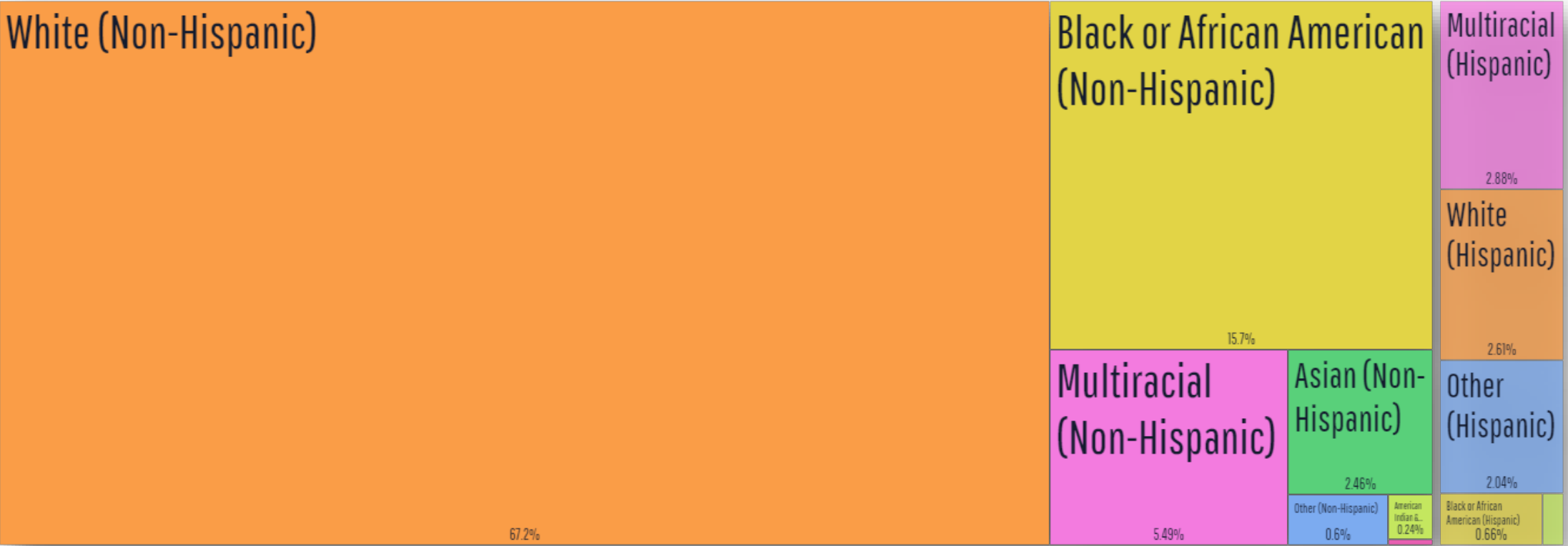
Erie County Demographics

US Census Report 2022

ABOUT OUR SYSTEM



Data USA 2022



ABOUT OUR SYSTEM



Income

\$32,858

Per capita income

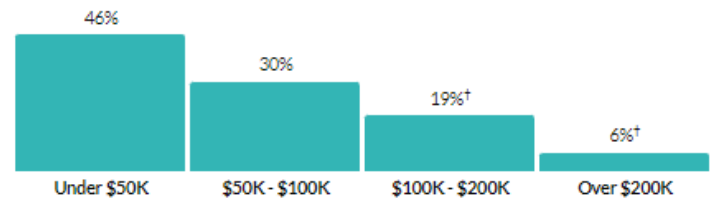
about 80 percent of the amount in
United States: \$41,804

\$56,094

Median household income

about three-quarters of the amount
in United States: \$74,755

Household income



[Show data](#) / [Embed](#)

US Census Report 2022

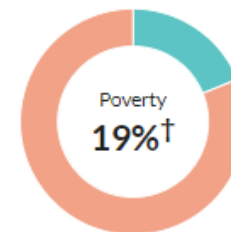
Poverty

15.1%

Persons below poverty line

about 20 percent higher than the rate in United
States: 12.6%

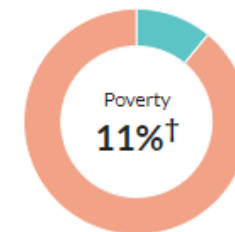
Children (Under 18)



■ Poverty
■ Non-poverty

[Show data](#) / [Embed](#)

Seniors (65 and over)



■ Poverty
■ Non-poverty

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ABOUT OUR SYSTEM



Households

111,286

Number of households

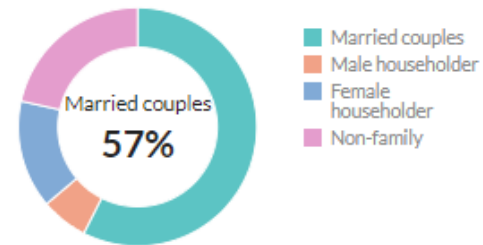
United States: 129,870,930

2.3

Persons per household

about 90 percent of the figure in United States: 2.5

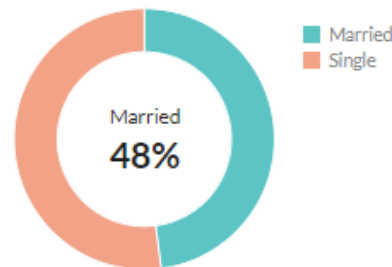
Population by household type



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US Census Report 2022

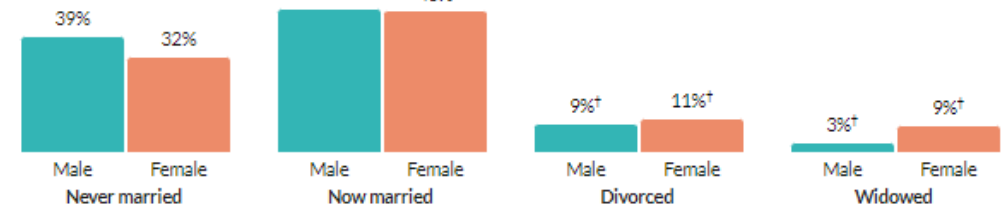
Marital status



* Universe: Population 15 years and over

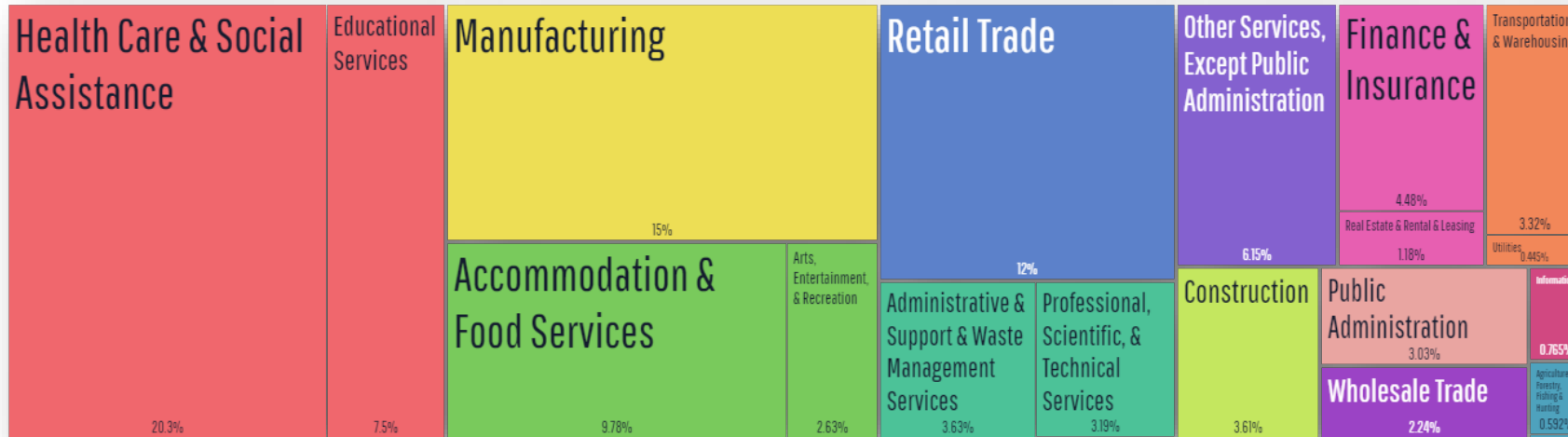
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Marital status, by sex



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ABOUT OUR SYSTEM



US Census Report 2022
Data USA 2022

Educational attainment

93.2%

High school grad or higher

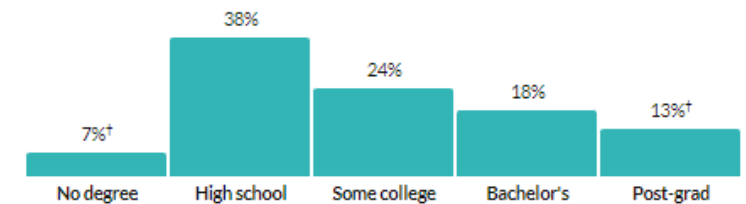
a little higher than the rate in United States: 89.6%

31.3%

Bachelor's degree or higher

about 90 percent of the rate in United States: 35.7%

Population by highest level of education



* Universe: Population 25 years and over

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IMPORTANT EMTA ADVERTISING GUIDELINES

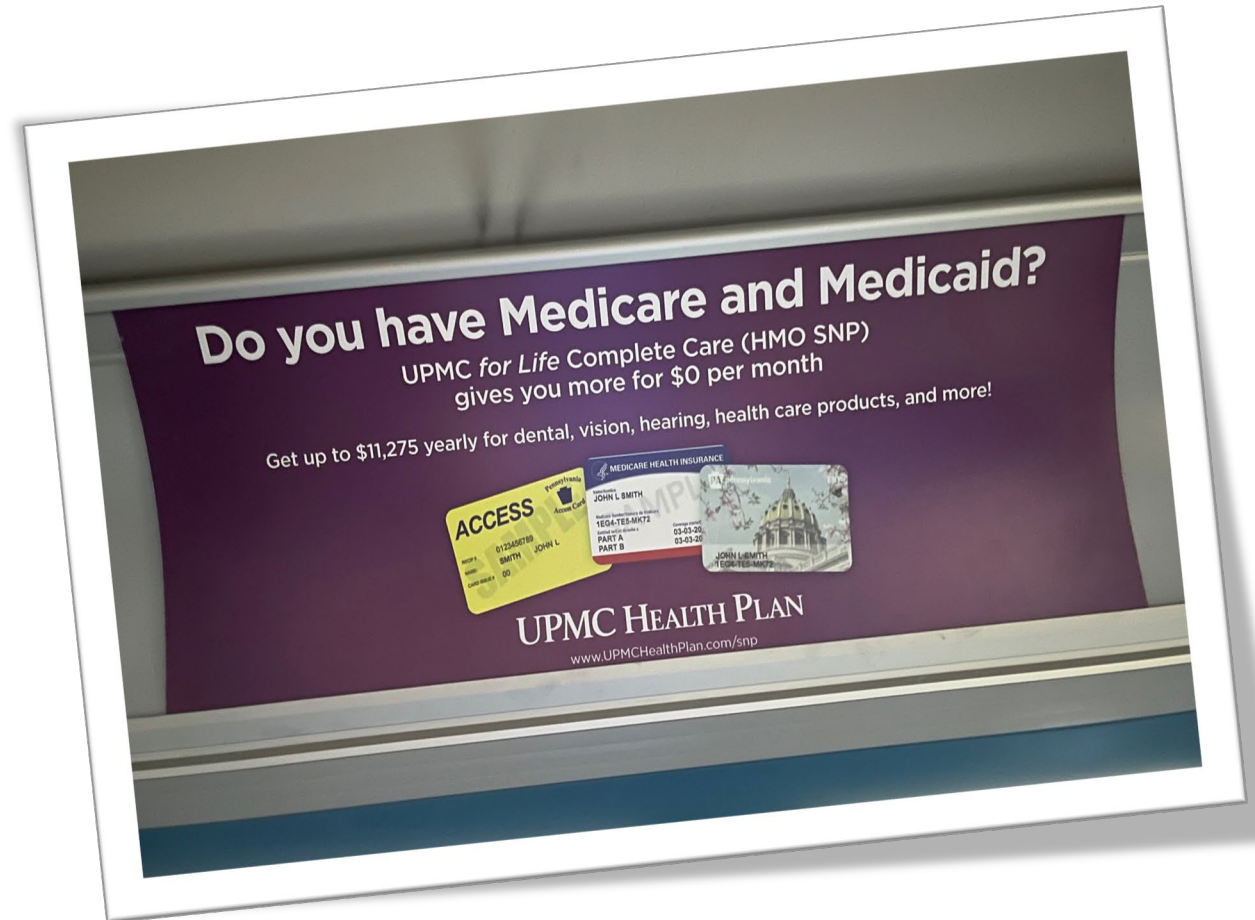
- All production, installation and removal is paid directly to a third party printer. EMTA can recommend a local shop or you are welcome to shop for another licensed printer that will provide the labor.
- EMTA cannot provide the installation and removal in house.
- Specific bus routes are not sold. Each bus is assigned to a different route each day, so bus ads will canvas all of Erie County. If your campaign is targeting a specific geographic zone, shelter locations may be available.
- Please allow for up to 72 hours for advertising inquiries and plan for a minimum of 2 weeks from initial inquiry to campaign launch.
- EMTA estimates impressions based on ridership, traffic patterns and population and can provide more information upon request.
- *Advertising Agencies- reporting, proof of purchase or install and/or any other specific criteria must be specified during initial inquiry. All agencies operate differently and EMTA does not provide reporting automatically.
- **EMTA Board of Directors adopted a Commercial Advertising Policy as of February 2024. All advertisers, agencies and potential clients must be aware for this policy found at ride-the-e.com/advertise**

INTERIOR ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- \$1,285 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: \$253 per ad
- 3-5 ads: \$243 per ad
- 6-11 ads: \$233 per ad
- 12 or more: \$205 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: \$255 per ad
- 3-5 ads: \$250 per ad
- 6-11 ads: \$240 per ad
- 12 or more: \$205 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: \$270 per ad
- 3-5 ads: \$262 per ad
- 6-11 ads: \$250 per ad
- 12 or more: \$220 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: \$333 per ad
- 3-5 ads: \$313 per ad
- 6-11 ads: \$293 per ad
- 12 or more: \$ 262 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: \$342 per ad
- 3-5 ads: \$320 per ad
- 6-11 ads: \$300 per ad
- 12 or more: \$270 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: \$665 per ad
- 3-5 ads: \$645 per ad
- 6-11 ads: \$625 per ad
- 12 or more: \$595 per ad
- Production: per ad \$1,500- \$1,800
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Inventory may be limited
(exclusive to 40' vehicles)
- Longer production & planning required
- Dimensions: 98" x 229" (8.1' x 24.5')



BUS WRAP ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$3,100 per ad
- 3-5 ads: \$2,810 per ad
- 6-11 ads: \$2,600 per ad
- 12 or more: \$2,050 per ad
- Production: per wrap \$14K-\$17K
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: Vary
- Longer production & planning required
- 6 month minimum commitment



FOR QUALIFYING ORGANIZATIONS PARATRANSIT 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 PARATRANSIT 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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