

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



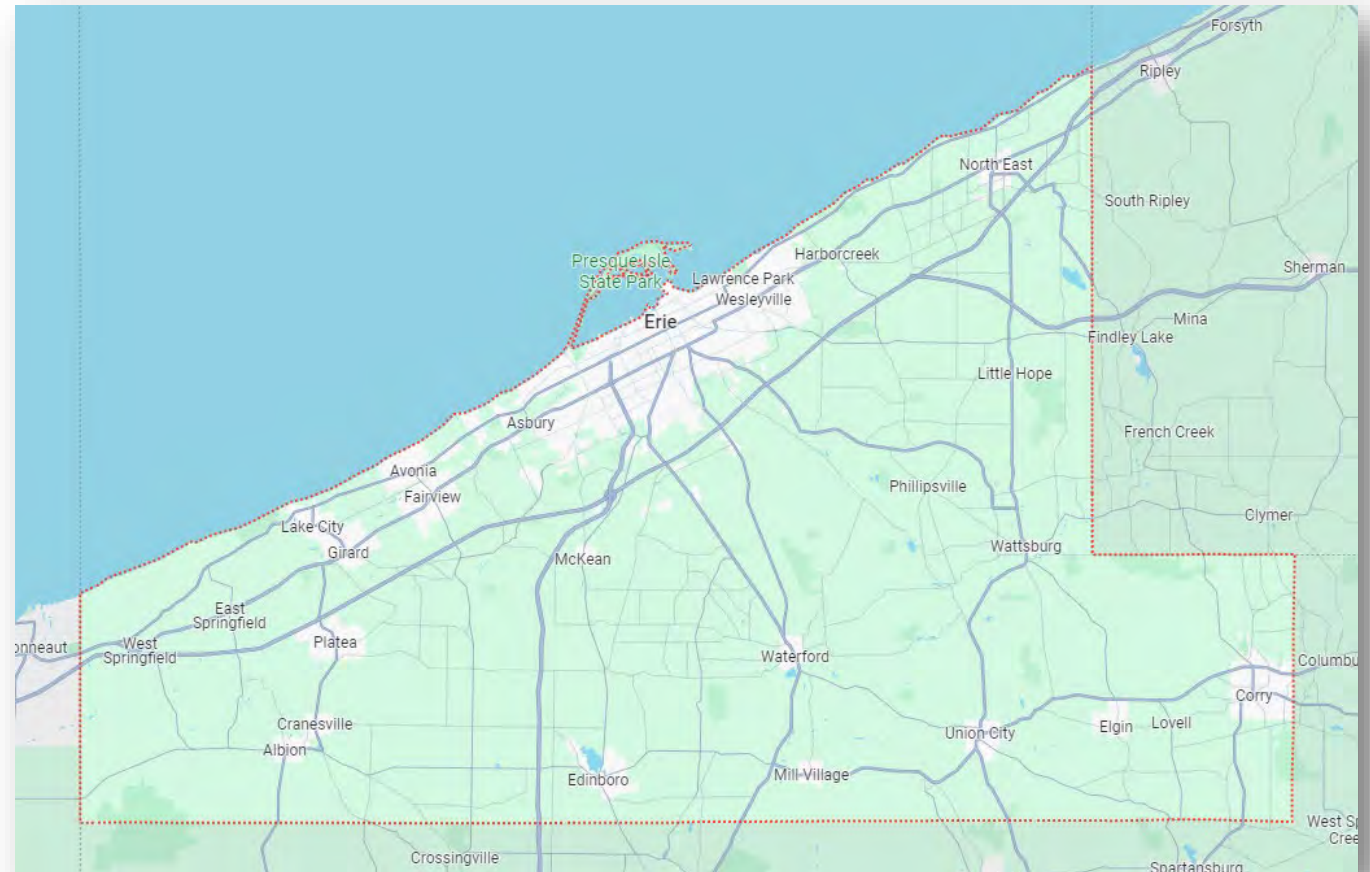
- EMTA (Erie Metropolitan Transit Authority) provides over 3 million rides a year in Erie County. In operation since 1966, EMTA currently operates 28 fixed routes through the City of Erie and Erie County.
- EMTA Fixed Route buses travel nearly 2 million miles throughout Erie County each year.
- In order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



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

265,832 Population
798.9 square miles
339.1 people per square mile
Census data: ACS 2025



ABOUT OUR SYSTEM- ERIE COUNTY DEMOGRAPHICS



Age

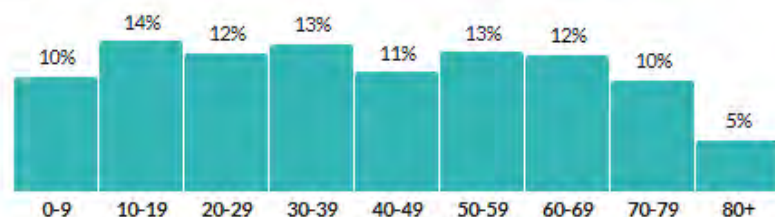
40.3

Median age

about the same as the figure in
Pennsylvania: 41.2

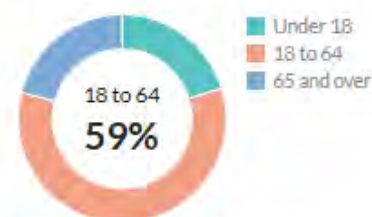
a little higher than the figure in
United States: 39.2

Population by age range



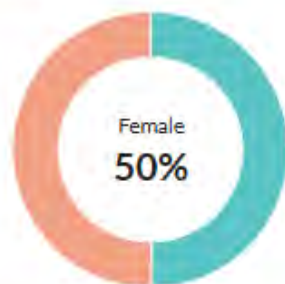
[Show data](#) / [Embed](#)

Population by age category



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

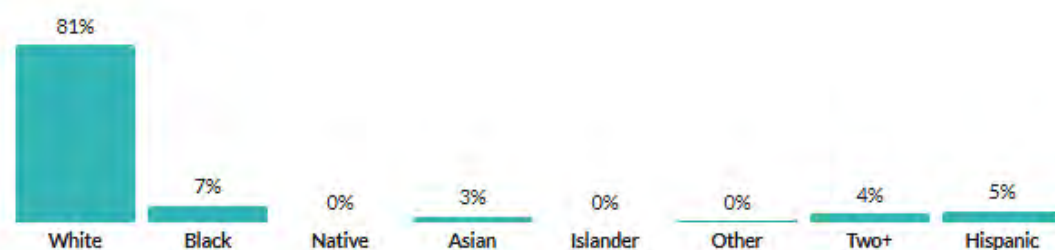
Sex



Male
Female

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

Race & Ethnicity



* Hispanic includes respondents of any race. Other categories are non-Hispanic.

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

Erie County Demographics

US Census Report 2024

ABOUT OUR SYSTEM- ERIE COUNTY DEMOGRAPHICS



Income

\$36,462

Per capita income

about 80 percent of the amount in
Pennsylvania: \$44,674

about 80 percent of the amount in
United States: \$45,256

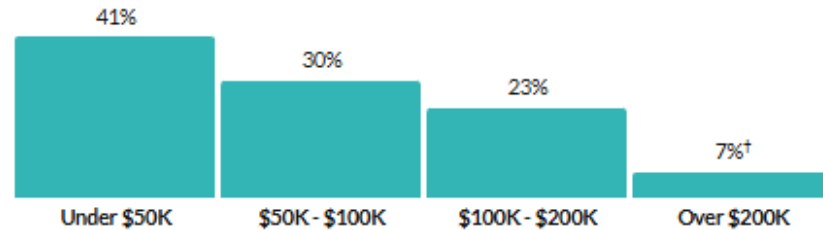
\$63,322

Median household income

about 80 percent of the amount in
Pennsylvania: \$77,545

about 80 percent of the amount in
United States: \$81,604

Household income



[Show data / Embed](#)

US Census Report 2024

Poverty

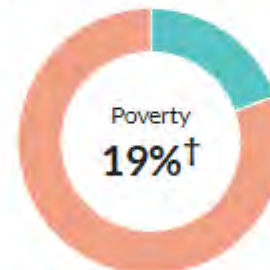
14.9%

Persons below poverty line

about 1.3 times the rate in Pennsylvania: 11.6%

about 25 percent higher than the rate in United
States: 12.2%

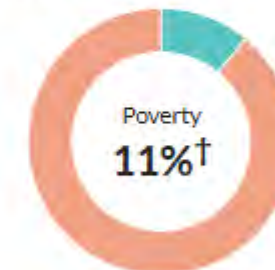
Children (Under 18)



■ Poverty
■ Non-poverty

[Show data / Embed](#)

Seniors (65 and over)



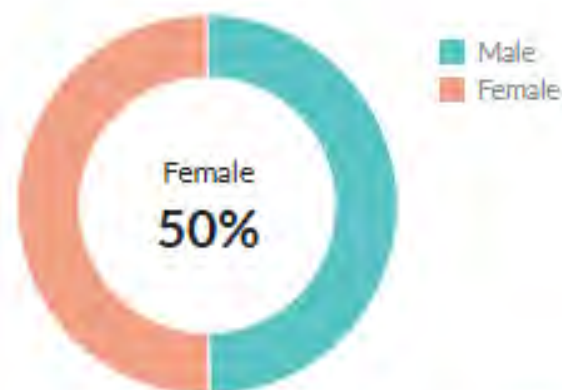
■ Poverty
■ Non-poverty

[Show data / Embed](#)

ABOUT OUR SYSTEM- ERIE COUNTY DEMOGRAPHICS



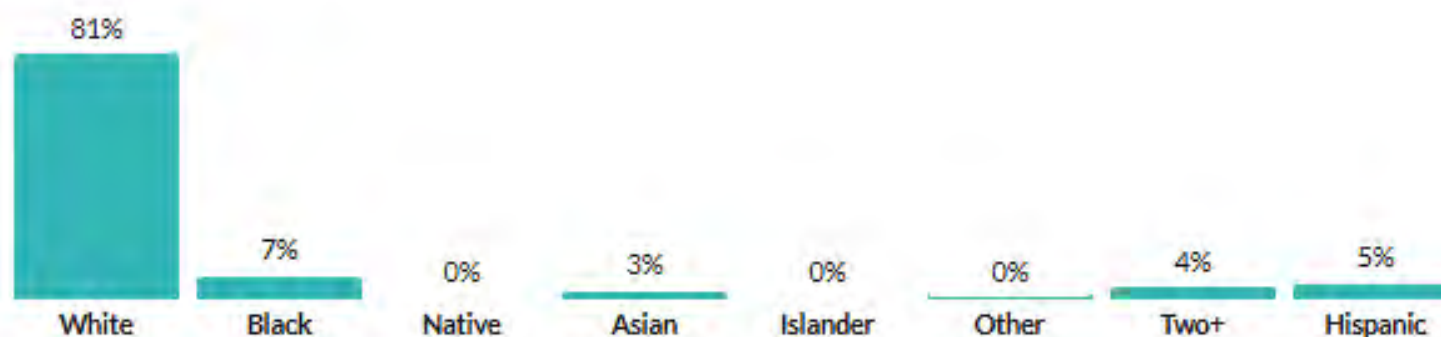
Sex



Male
Female

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

Race & Ethnicity



* Hispanic includes respondents of any race. Other categories are non-Hispanic.

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

US Census Report 2024

ABOUT OUR SYSTEM- ERIE COUNTY DEMOGRAPHICS



Households

111,874

Number of households

Pennsylvania: 5,361,724

United States: 132,737,144

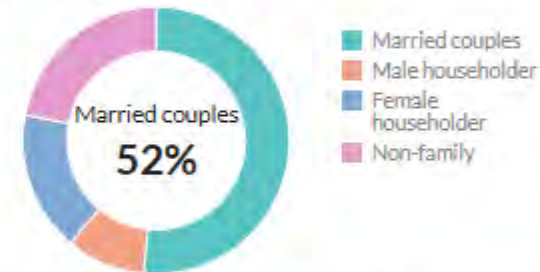
2.3

Persons per household

a little less than the figure in Pennsylvania: 2.4

about 90 percent of the figure in United States: 2.5

Population by household type



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

US Census Report 2024

Educational attainment

91.7%

High school grad or higher

about the same as the rate in
Pennsylvania: 92.4%

about the same as the rate in United
States: 89.9%

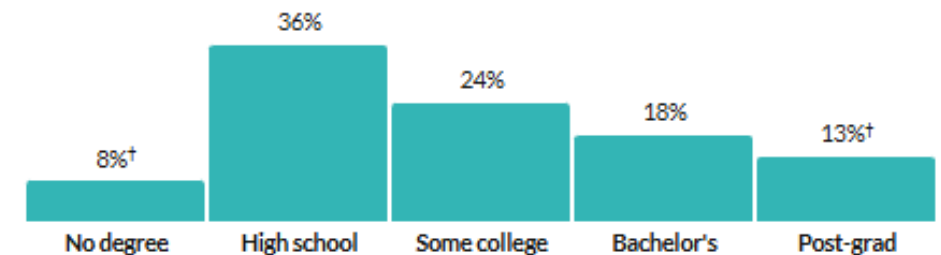
31.1%

Bachelor's degree or higher

about 80 percent of the rate in
Pennsylvania: 36.4%

about 80 percent of the rate in
United States: 36.9%

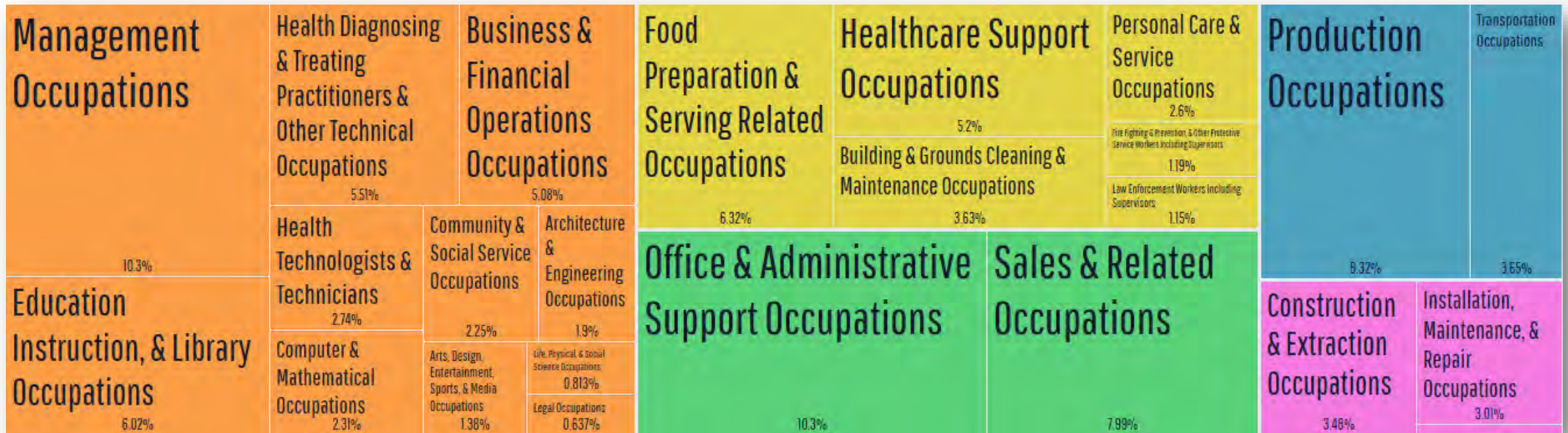
Population by highest level of education



* Universe: Population 25 years and over

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

ABOUT OUR SYSTEM- ERIE COUNTY DEMOGRAPHICS



Data USA 2024



EMTA SYSTEM MAP & FIXED ROUTES

[SEE INTERACTIVE
SYSTEM MAP HERE.](#)

IMPORTANT EMTA ADVERTISING GUIDELINES

EMTA Board of Directors adopted a Commercial Advertising Policy in February 2024. All advertisers, agencies and potential clients are responsible for reviewing this policy at ride-the-e.com/advertise.

- All production, installation and removal is paid directly to a third-party printer. EMTA can recommend a local shop, or you are welcome to work with another licensed printer that provides these services.
- EMTA cannot provide installation or 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 up to 72 hours for advertising inquiries and plan for a minimum of 2 weeks from initial inquiry to campaign launch.

IMPORTANT EMTA ADVERTISING GUIDELINES

- **Advertising agencies:** Any requests for impressions, ridership data, audience measurement, performance reporting, proof-of-play, photographs, or other advertising-related reporting must be specified at the time of contracting. EMTA does not provide reporting automatically. Requests made after the contract is executed are subject to EMTA approval and availability.
- **Third-party platforms and technology:** Any fees associated with advertiser- or agency-required platforms, software, reporting systems, portals, technology, or related services are the responsibility of the advertiser or advertising agency. EMTA's use of any such platform is voluntary and at EMTA's discretion.
- EMTA estimates impressions based on ridership, traffic patterns and population and can provide additional information upon request.
- Licensed non-profits are eligible for a 25% discount on advertising space.

INTERIOR ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- \$1,324 per month
 - Includes 50 total cards
 - Additional cards can be added
- Production: \$14 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 11" x 28" (.9'x 2.3')



TAIL ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$261 per ad
- 3-5 ads: \$251 per ad
- 6-11 ads: \$240 per ad
- 12 or more: \$212 per ad
- Production: \$100 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: \$263 per ad
- 3-5 ads: \$258 per ad
- 6-11 ads: \$248 per ad
- 12 or more: \$212 per ad
- Production: \$108 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: \$279 per ad
- 3-5 ads: \$270 per ad
- 6-11 ads: \$258 per ad
- 12 or more: \$227 per ad
- Production: \$140 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 30" x 88" (2.5' x 7.3')

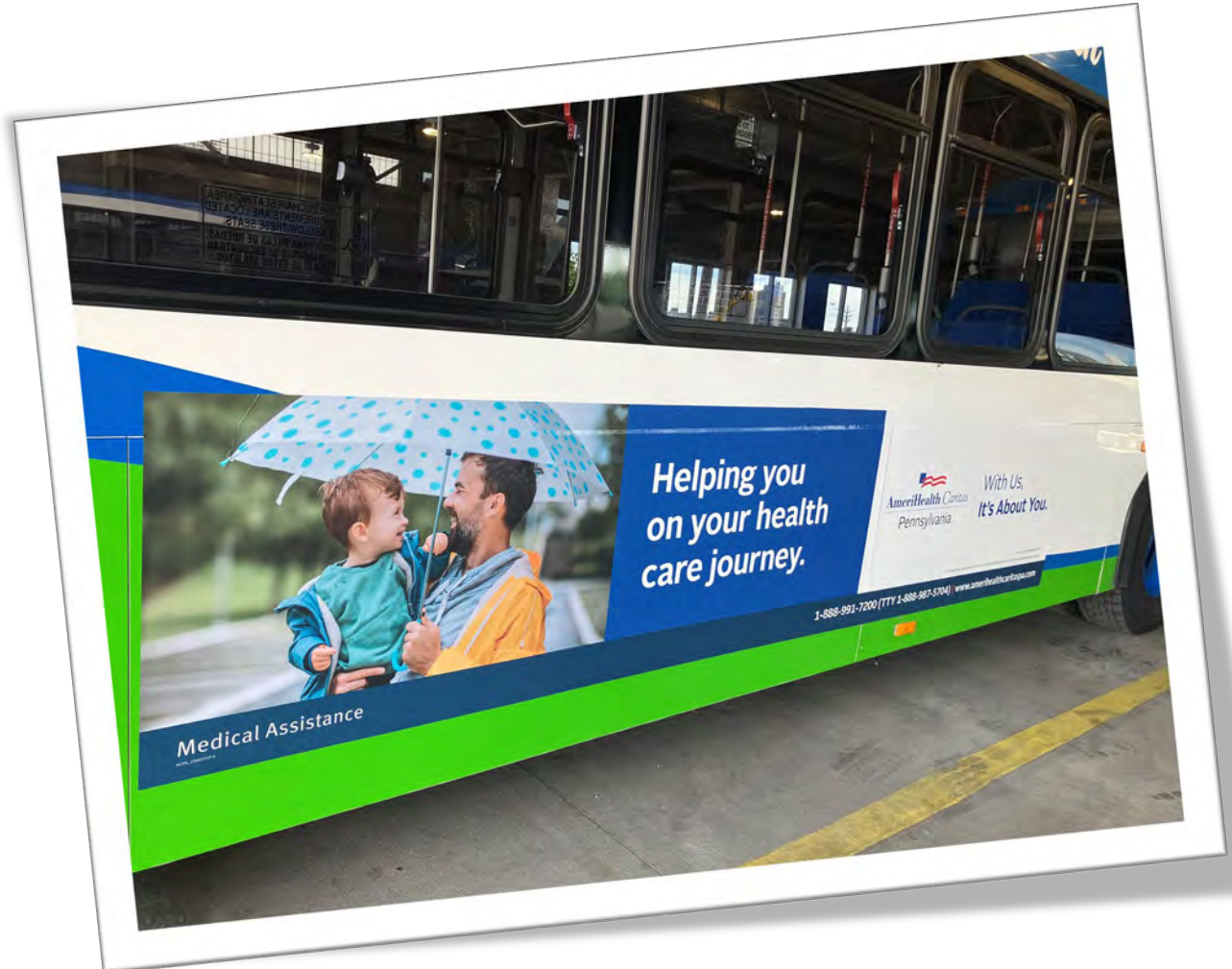


KING ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$343 per ad
- 3-5 ads: \$323 per ad
- 6-11 ads: \$302 per ad
- 12 or more: \$ 270 per ad
- Production: \$190 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: \$353 per ad
- 3-5 ads: \$330 per ad
- 6-11 ads: \$309 per ad
- 12 or more: \$279 per ad
- Production: per ad \$275
 - 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: \$685 per ad
- 3-5 ads: \$665 per ad
- 6-11 ads: \$644 per ad
- 12 or more: \$613 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: \$3,193 per ad
- 3-5 ads: \$2,895 per ad
- 6-11 ads: \$2,678 per ad
- 12 or more: \$2,112 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 ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$215 per ad
- 3-5 ads: \$205 per ad
- 6-11 ads: \$190 per ad
- 12 or more: \$175 per ad
- Production: \$95 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 18" x 50"



FOR MORE INFORMATION, PLEASE CONTACT

SARAH MORRISON, DIRECTOR OF MARKETING AND PUBLIC RELATIONS

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