

# Lima Allen County Regional Transit Authority Advertising Programs



Call RTA (419) 222-5745

# LIMA ALLEN COUNTY REGIONAL TRANSIT AUTHORITY

## ADVERTISING OPTIONS – Bus Windows

Panels located on the drivers and passenger side reaching the vehicle traffic flow and pedestrian sidewalks.

Number of Units	3 Month	6 Months	9 Months	12 Months
1	\$ 125	\$ 120	\$ 110	\$ 100 @ \$1,200
2	\$ 250	\$ 240	\$ 220	\$ 200
3	\$ 375	\$ 360	\$ 330	\$ 300

Production Fee of \$125 per Window Panel side. \**above price per month*



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## ADVERTISING OPTIONS – Tails

Tails located on the back of the bus will vary in size depending on the style of bus. Below are some examples. Average size 84" x 31"

Number of Units	1 Month	3 Months	6 Months	12 Months
1	\$ 250	\$750	\$1,500	\$3,000
2	\$ 500	\$1,500	\$3,000	\$6,000
3	\$ 700	\$2,100	\$4,200	\$8,400

Production Fee of \$150 Per Tail



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## ADVERTISING OPTIONS – King Kongs

Large, half wraps on the drivers side or passenger side (depending on the layout of the transit bus) used for dominating the market but less cost in production than a full bus wrap.

\$475 Per Month / Per King Kong

Production Fee of \$1,350



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## ADVERTISING OPTIONS – Full Bus Wraps

Full Bus Wraps – Large, easy to read ads covering the entire bus provide a great way to dominate the market where billboards are not allowed.

\$750 Per Month / Per Full Bus Wrap

Production Fee of \$6,500



# LIMA ALLEN COUNTY REGIONAL TRANSIT AUTHORITY

## ADVERTISING OPTIONS – Interior Cards

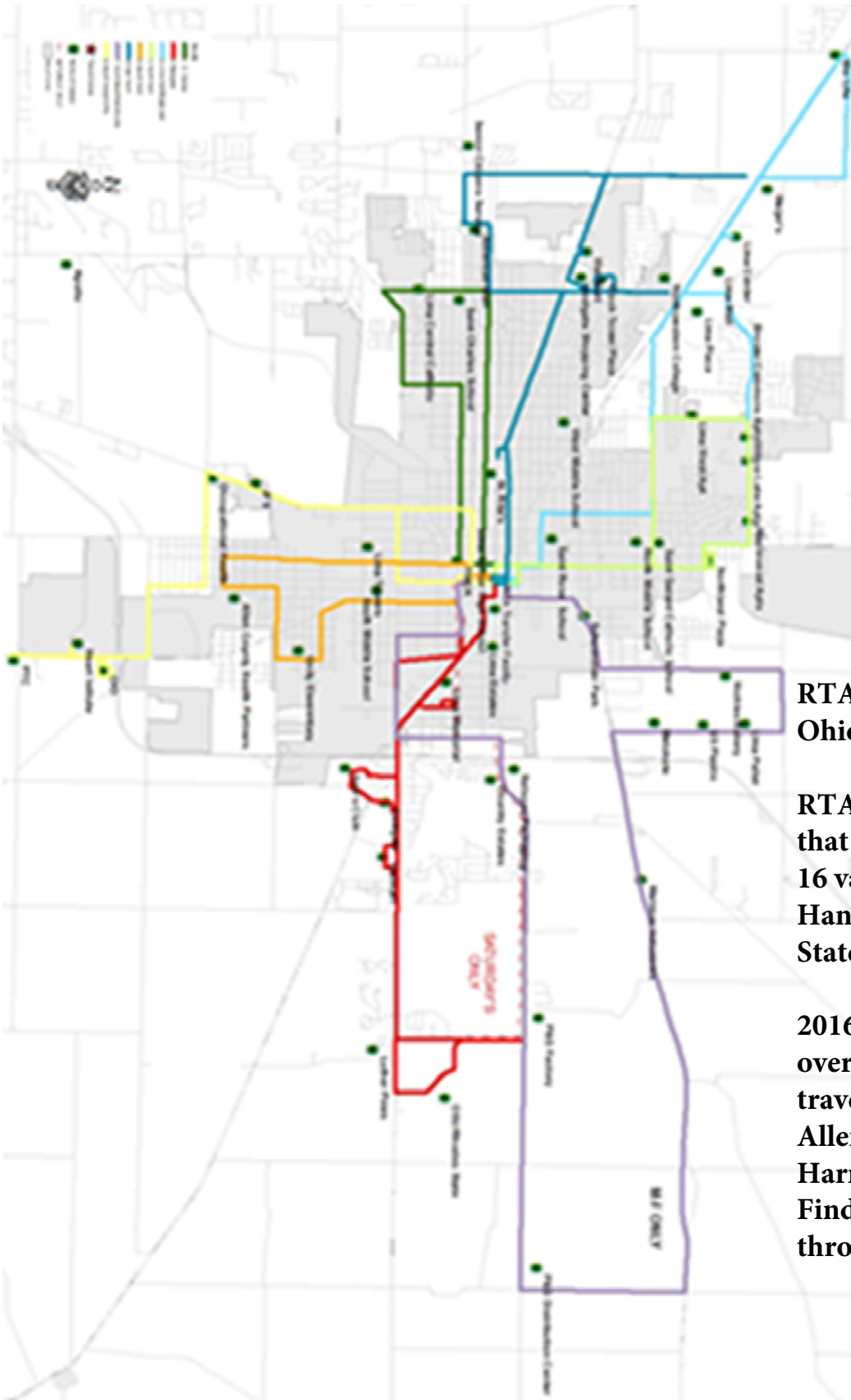
Located on the inside of each bus. Typically placed above the riders heads, and/or at the entrance/exit of the doors. A cost effective option for reaching a captive audience that rides the bus for an average time of 10-25 minute one way!

\$25 Per Month / Per Bus, Minimum Buy of 4

Production Fee of \$10 Each



## ROUTE MAP - Coverage



**RTA provides coverage throughout Ohio.**

**RTA Currently has 9 Fixed Routes that services Allen County and 16 vans that provides Elderly and Handicap service throughout the State of Ohio.**

**2016 RTA provided service for over 380,000 passengers and traveled over 600,000 miles within Allen County, Lima, Elida, Ada, Harrod, Shawnee, Bluffton, Findlay, Dayton, Columbus, throughout the state.**

# WHY TRANSIT ADVERTISING?

**Transit Advertising is the most cost efficient media that works!**

## **Targeted exposure:**

Go where billboard cannot – our Transit Buses travel where no other outdoor advertising exists, taking your message directly to your audience.

## **Lasting impressions:**

Transit Buses are highly visible and an excellent way to achieve greater market penetration and deliver your message in front of thousands of potential customers every day!.

## **Efficient Advertising:**

Transit Advertising is more cost-efficient and offers the lowest Cost Per Thousand than any other outdoor media.

