



DRIVING SALES YOUR WAY

with WRTA

2020
Advertising
Guide

WRTA
Giving The Valley a Lift

Routes and Reach

WRTA provides 6,000 rides each day to get people to work, school, shopping centers and more. While we are getting riders to where they need to go, WRTA buses are being noticed by a wide range of external audiences in many diverse communities.



6,000
RIDES EACH DAY

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Youngstown

Routes

WRTA has 27 total routes in Mahoning County that run through the entire Youngstown area and the populous suburbs of Canfield, Boardman, Poland, Austintown and others. Plus an additional six routes in Trumbull County that cover the greater Warren area.

With 33 routes between both counties, you can be sure WRTA will reach the busiest commercial shopping centers like:

- Giant Eagle • Walmart • Southern Park Mall • Eastwood Mall
- Menards • Target & Kohls • Plus many more

Reach

WRTA vehicles operate 19 hours per day Monday–Friday and over 12 hours per day on Saturdays throughout Mahoning and Trumbull Counties. With the many hours our buses are running and the numerous routes they travel on, your ad could be seen by up to:

- 229,796 people in Mahoning County
- 200,380 people in Trumbull County

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About WRTA Buses

47

full-size
fixed route
buses
in service

18

LTV
vehicles
in service

1.5 Million

rides in 2019

OUR VEHICLES OPERATE

19

hours
per day
Mon-Fri

12

hours
per day
on Sat



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Why Advertise With Us?

WRTA offers interior and exterior advertising on its full-size Fixed Route buses and exterior advertising on its LTV vehicles that travel all throughout Mahoning and Trumbull Counties. Our routes cover the most visited areas in these two counties – from restaurants and shopping centers to universities and businesses. With our buses going to and from various locations, your message could be seen by thousands of people every day.



Which Full-Size Bus Sign Is Right for Your Message?



FULL WRAP ■

There is no bigger statement than covering our entire bus with your company's message! When you combine dynamic digital graphics on a fully wrapped 35-foot bus, it provides the strongest visual impact possible.

KING KONG ■

King Kong signs are the second-largest signs we offer and can be placed on either side of our bus. Displayed with eye-popping digital vinyl graphics, this 96" high x 240" wide image goes from top to bottom of our bus. It provides powerful messaging that can be seen easily by nearly anyone as our buses move through Mahoning and Trumbull counties.

KONG ■

Our Kong signs are the third-largest signs offered and are placed on the roadside of the bus. Displaying your company's message with strong digital vinyl graphics that are 38" high x 174" wide, your ad is sure to stand out to cars and pedestrians as our buses travel through our wide coverage area.

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Which Full-Size Bus Sign Is Right for Your Message?

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■ KING

The King signs measure 30" high x 144" wide and are placed on the roadside of the bus. These vibrant digital vinyl graphics will ensure your ad will stand out to the tens of thousands of consumers who see it as our buses travel throughout Mahoning and Trumbull counties daily.

■ QUEEN

Queen signs are placed on the curbside of the bus. This high-impact color digital vinyl graphic is sized at 30" high x 88" wide, and will allow your company to be seen by tens of thousands of consumers.

■ TAIL

Tail signs are the smallest exterior sign we offer and are located on the back of the bus. These 21" high x 59" wide full-color digital graphics are perfect for all traffic or pedestrians who see our buses travel throughout both counties we serve.

■ INSIDE SIGNAGE

Our inside signage is perfect for a captive audience — our riders. These signs run above the windows, are available throughout the length of the bus, and provide instant impact and retention. Sized at 11" high x 28" wide, these full-color visuals are perfect for almost any company's budget.



“FULL WRAP”

8' x 8.5' x 35'

\$2000 per month	3-5 Months
\$1800 per month	6-11 Months
\$1700 per month	12 Months

PRODUCTION COST
by Individual Quote

Sign prices are per bus. Advertise on up to 47 full-size buses depending on availability.

Media Buyers: Total impressions data available upon request.

WRTA ADVERTISING ADDED VALUE

As a no-cost **BONUS**, your WRTA Advertising will be posted on our Facebook, Twitter and Instagram with a link to your website to encourage our followers to connect with you.

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ROADSIDE SIGNAGE



Sign prices are per bus. Advertise on up to 47 full-size buses depending on availability.

“KING KONG”

SIZE: 96" x 240"

\$700 per month

3-5 Months

\$600 per month

6-11 Months

\$500 per month

12 Months

PRODUCTION COST

by Individual Quote

WRTA ADVERTISING ADDED VALUE

As a no-cost BONUS, your WRTA Advertising will be posted on our Facebook, Twitter and Instagram with a link to your website to encourage our followers to connect with you.

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Media Buyers: Total impressions data available upon request.

ROADSIDE SIGNAGE



Sign prices are per bus. Advertise on up to 47 full-size buses depending on availability.

"KONG"

SIZE: 38" x 174"

\$225 per month	1-2 Months
\$210 per month	3-5 Months
\$200 per month	6-11 Months
\$180 per month	12 Months

PRODUCTION COST

\$100 each	2-10 signs
\$90 each	11+ signs

Plus a one-time \$30 delivery charge

Media Buyers: Total impressions data available upon request.

WRTA ADVERTISING ADDED VALUE

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ROADSIDE SIGNAGE



Sign prices are per bus. Advertise on up to 47 full-size buses depending on availability.

"KING"

SIZE: 30" x 144"

\$185 per month

1-2 Months

\$165 per month

3-5 Months

\$155 per month

6-11 Months

\$145 per month

12 Months

PRODUCTION COST

\$85 each

2-10 signs

\$75 each

11+ signs

Plus a one-time \$30 delivery charge

WRTA ADVERTISING ADDED VALUE

As a no-cost **BONUS**, your WRTA Advertising will be posted on our Facebook, Twitter and Instagram with a link to your website to encourage our followers to connect with you.



Media Buyers: Total impressions data available upon request.

CURBSIDE SIGNAGE



Sign prices are per bus. Advertise on up to 47 full-size buses depending on availability.

"QUEEN"

SIZE: 30" x 88"

\$175 per month

1-2 Months

\$154 per month

3-5 Months

\$145 per month

6-11 Months

\$140 per month

12 Months

PRODUCTION COST

\$67 each

2-10 signs

\$65 each

11+ signs

Plus a one-time \$30 delivery charge

WRTA ADVERTISING ADDED VALUE

As a no-cost BONUS, your WRTA Advertising will be posted on our Facebook, Twitter and Instagram with a link to your website to encourage our followers to connect with you.

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Media Buyers: Total impressions data available upon request.

REAR SIGNAGE



"TAIL"

SIZE: 21" x 59"

\$140 per month

1-2 Months

\$125 per month

3-5 Months

\$115 per month

6-11 Months

\$100 per month

12 Months

PRODUCTION COST

\$32 each

2-10 signs

\$28 each

11+ signs

Plus a one-time \$30 delivery charge

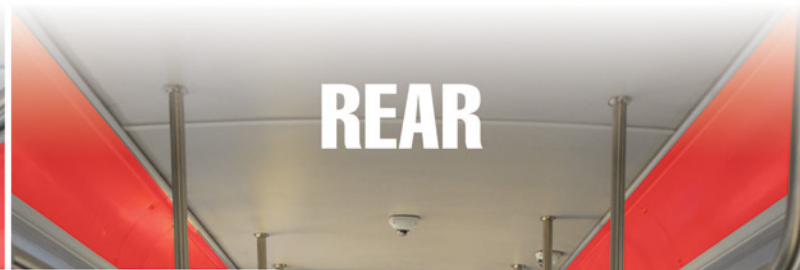
Sign prices are per bus. Advertise on up to 47 full-size buses depending on availability.

Media Buyers: Total impressions data available upon request.

WRTA ADVERTISING ADDED VALUE

As a no-cost **BONUS**, your WRTA Advertising will be posted on our Facebook, Twitter and Instagram with a link to your website to encourage our followers to connect with you.

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INTERIOR SIGNAGE FOR FULL-SIZE BUS

“INTERIOR”

SIZE: 11" x 28"

\$9 per month

1-2 Months

\$8 per month

3-5 Months

\$7 per month

6-11 Months

\$6 per month

12 Months

PRODUCTION COST

\$8.50 each

up to 100
signs

Plus a one-time \$30 delivery charge

Sign prices are per bus. Advertise on up to 47 full-size buses depending on availability.

WRTA ADVERTISING ADDED VALUE

As a no-cost BONUS, your WRTA Advertising will be posted on our Facebook, Twitter and Instagram with a link to your website to encourage our followers to connect with you.

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Which LTV Sign Is Right for Your Message?



ROADSIDE ■

Roadside signs are displayed with high-impact digital vinyl graphics and are sized at 30" high x 88" wide. As our vehicles travel through neighborhoods and other service areas, your message will be seen by a wide range of consumers.

CURBSIDE ■

Curbside signs are displayed with high-impact color and digital vinyl graphics and are sized at 18" high x 72" wide. As our vehicles travel through neighborhoods and other service areas, your message will be seen by a wide range of consumers.

TAIL ■

Tail signs are located on the back of the LTV vehicles. These 18" high x 72" wide full-color digital graphics are perfect for all traffic and pedestrians who see our vehicles traveling through neighborhoods and other populous service areas.

ROADSIDE SIGNAGE



LTV

Sign prices are per bus. Advertise on up to 18 LTV vehicles depending on availability.

“ROADSIDE” SIZE: 30" x 88"

\$158 per month

1-2 Months

\$142 per month

3-5 Months

\$134 per month

6-11 Months

\$126 per month

12 Months

PRODUCTION COST

\$67 each

2-10 signs

\$65 each

11+ signs

Plus a one-time \$30 delivery charge

WRTA ADVERTISING ADDED VALUE

As a no-cost **BONUS**, your WRTA Advertising will be posted on our Facebook, Twitter and Instagram with a link to your website to encourage our followers to connect with you.



Media Buyers: Total impressions data available upon request.



LTV

Sign prices are per bus. Advertise on up to 18 LTV vehicles depending on availability.

“CURBSIDE” SIZE: 18" x 72"

\$156 per month

1-2 Months

\$140 per month

3-5 Months

\$132 per month

6-11 Months

\$125 per month

12 Months

PRODUCTION COST

\$35 each

2-10 signs

\$30 each

11+ signs

Plus a one-time \$30 delivery charge

WRTA ADVERTISING ADDED VALUE

As a no-cost **BONUS**, your WRTA Advertising will be posted on our Facebook, Twitter and Instagram with a link to your website to encourage our followers to connect with you.

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Media Buyers: Total impressions data available upon request.

REAR SIGNAGE



LTV

Sign prices are per bus. Advertise on up to 18 LTV vehicles depending on availability.

“TAIL”

SIZE: 18" x 72"

\$156 per month

1-2 Months

\$140 per month

3-5 Months

\$132 per month

6-11 Months

\$125 per month

12 Months

PRODUCTION COST

\$35 each

2-10 signs

\$30 each

11+ signs

Plus a one-time \$30 delivery charge

WRTA ADVERTISING ADDED VALUE

As a no-cost **BONUS**, your WRTA Advertising will be posted on our Facebook, Twitter and Instagram with a link to your website to encourage our followers to connect with you.

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Media Buyers: Total impressions data available upon request.

Creating Your Campaign



Generate the best response from your WRTA advertising campaign using these tips:

- **LESS IS MORE**

Using fewer words increases visibility and comprehension of your message.

- **LARGE LETTERS**

If customers can't read it, they can't respond. Make sure your type is large and easy to read.

- **LOGO RULES**

Your logo is an important part of your brand. Make sure yours stands out.

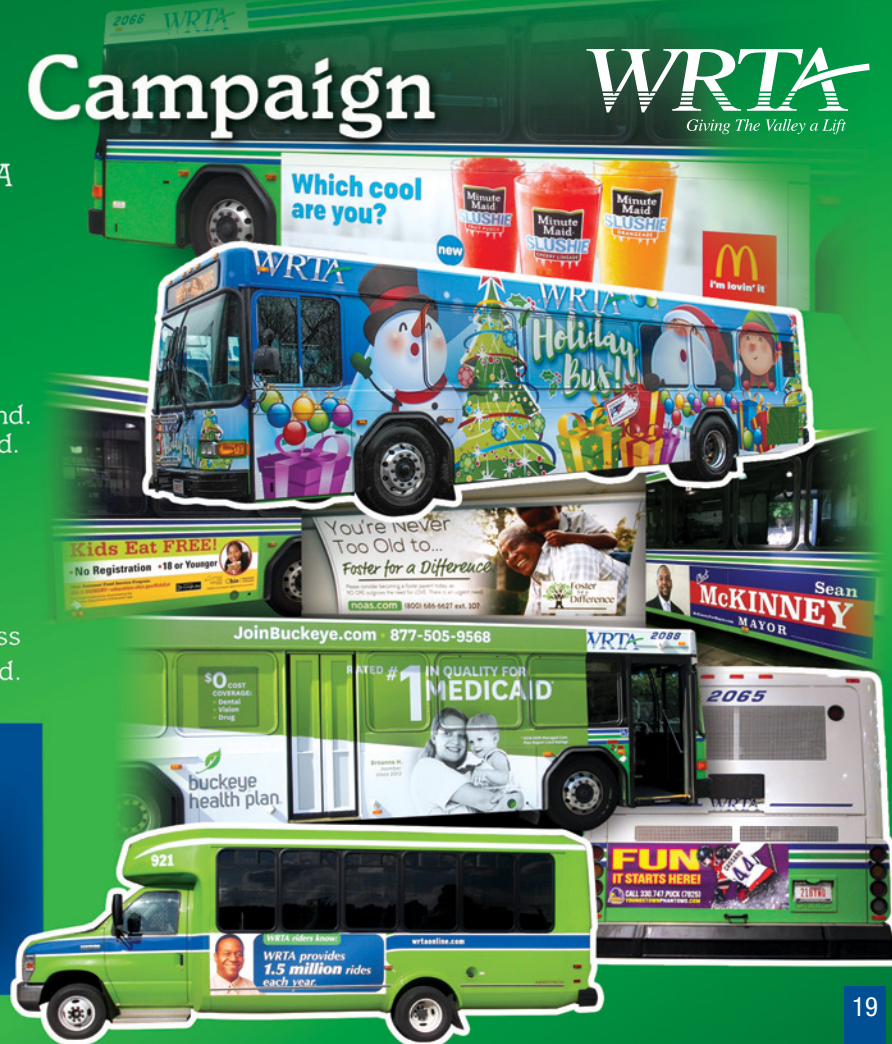
- **CONTACT INFO IS CRITICAL**

Don't forget to include your website address and phone number so viewers can respond.

Special Offer

FIRST-TIME PROFESSIONAL DESIGN FREE

First-time advertisers on WRTA can have their signs designed free by Farris Marketing. Just tell your WRTA representative what you would like to say and a design will be created for you at no charge.



Let Us Help

Let us help you with your WRTA advertising program. Dean Soroka, Advertising Sales Manager, will help you determine the most cost-effective options and choices for your organization. He'll help you select the right size, determine the needed frequency, and schedule production and posting of your advertising. Contact Dean today and let WRTA help you grow.



Dean Soroka
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