

ADVERTISE WITH ERIE METRO TRANSIT

DRIVE YOUR MESSAGE FURTHER.

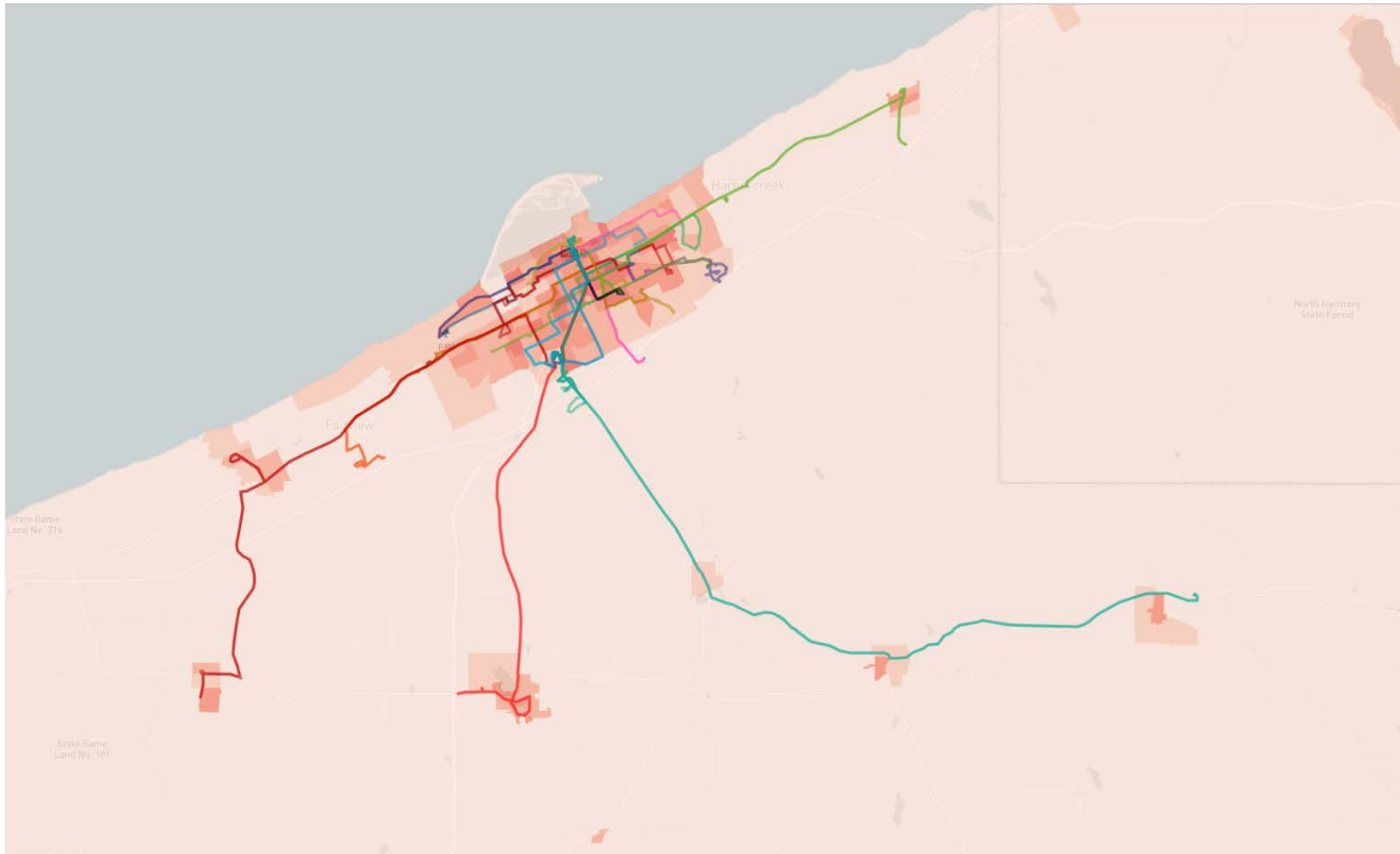




WHY TRANSIT ADVERTISING?

- Buses are moving billboards – circulating in the busiest areas of the city. Bus advertising offers exposure to local commuters, drivers and pedestrians. These ‘moving billboards’ 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!
- Bus ads move throughout residential and core business areas, delivering your message throughout the marketplace all day, every day.

ABOUT OUR CITY

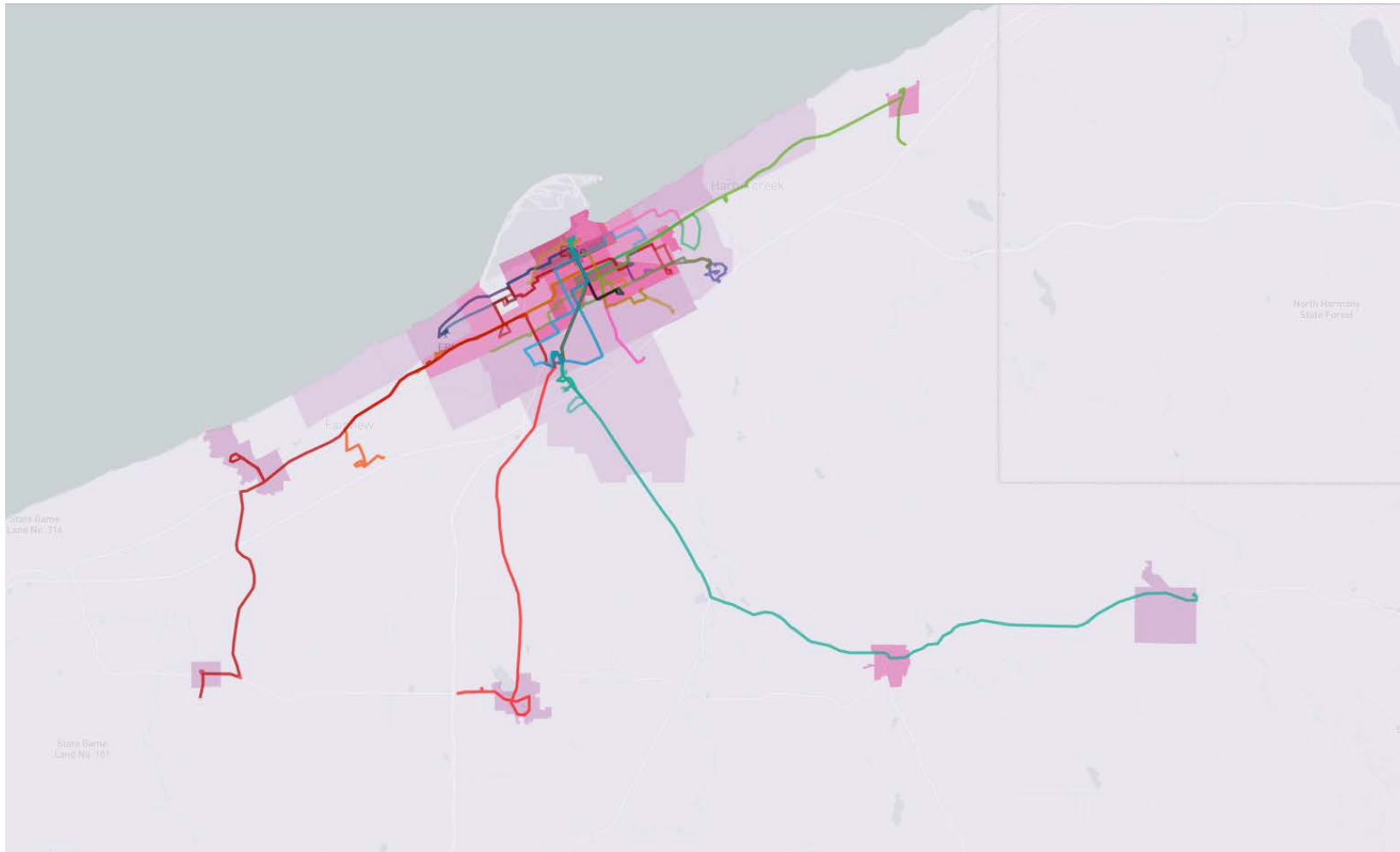


Population

People living per square mile.
American Community Survey, 2015.

> 20,000	people
12,000 - 20,000	people
6,000 - 12,000	people
3,000 - 6,000	people
1,500 - 3,000	people
500 - 1,500	people
< 500	people

ABOUT OUR CITY



Disabled

People per square mile who have a disability. American Community Survey, 2015.

> 1,500	people
900 - 1,500	people
600 - 900	people
300 - 600	people
150 - 300	people
50 - 150	people
< 50	people

ABOUT OUR CITY

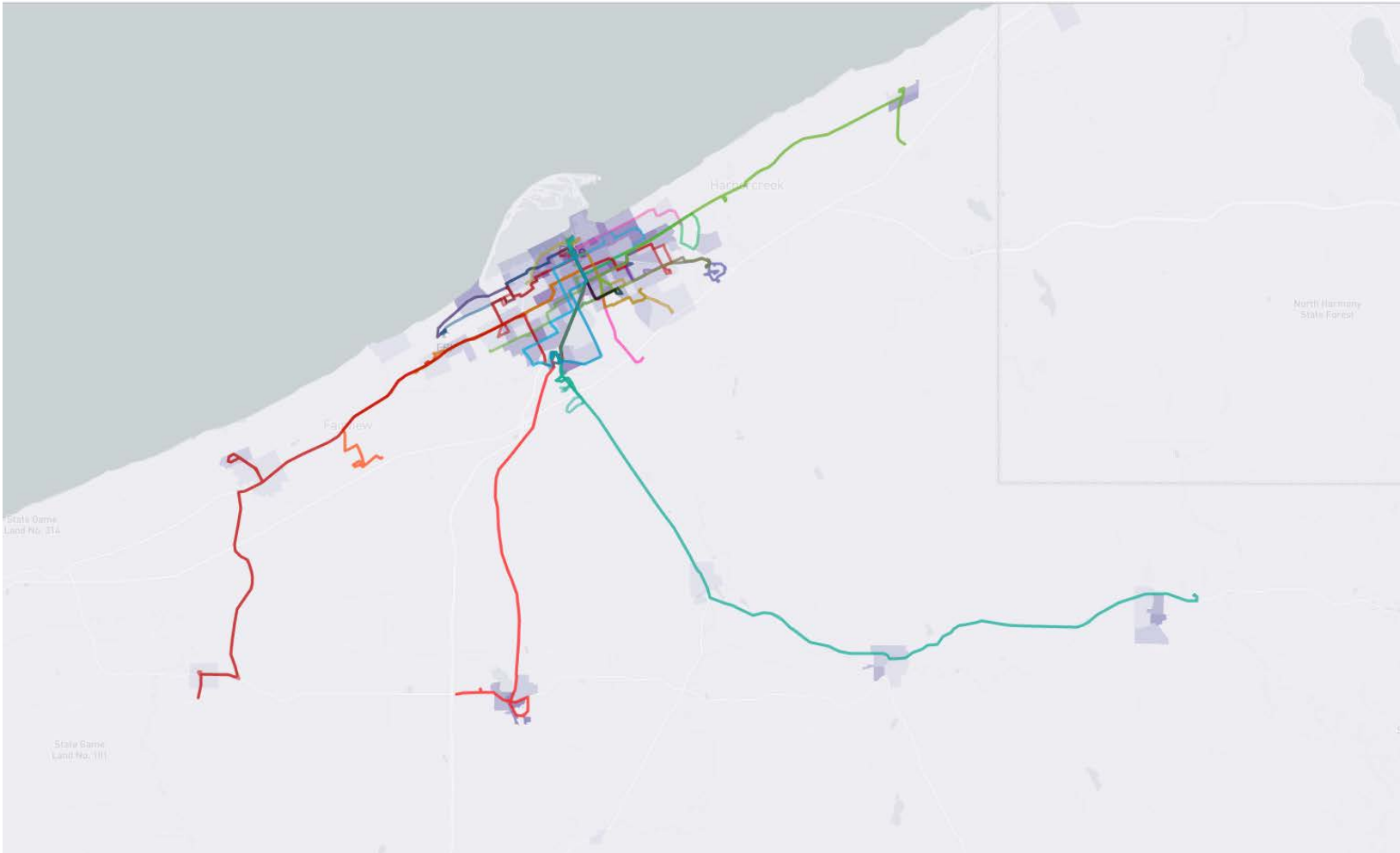


Minority

People per square mile who are non-White or of Hispanic origin. American Community Survey, 2015.

> 10,000	people
5,000 - 10,000	people
2,000 - 5,000	people
1,000 - 2,000	people
500 - 1,000	people
100 - 500	people
< 100	people

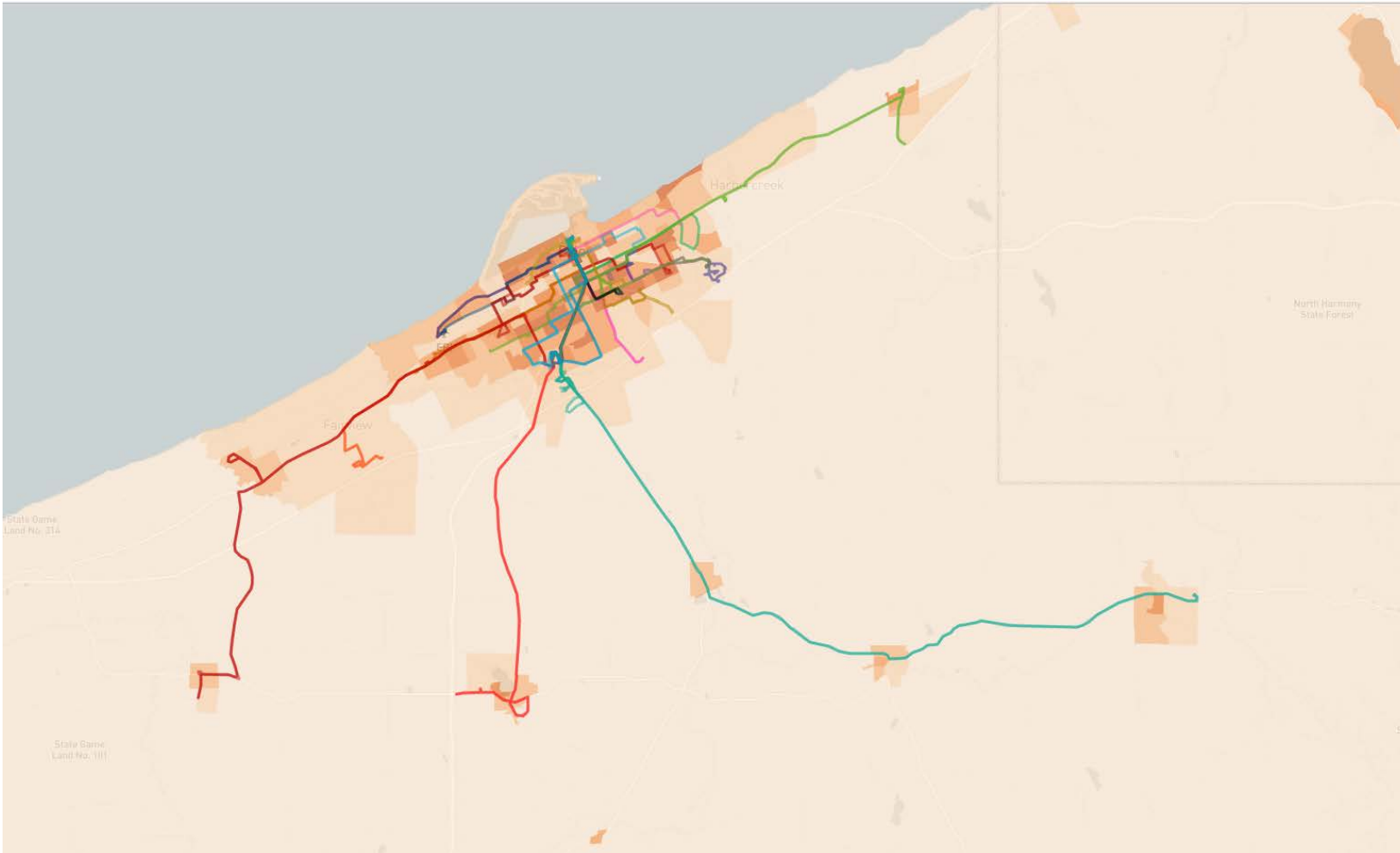
ABOUT OUR CITY



Poverty
People per square mile falling below the nation-wide poverty level.
American Community Survey, 2015.

> 5,000	people
2,000 - 5,000	people
1,000 - 2,000	people
500 - 1,000	people
250 - 500	people
100 - 250	people
< 100	people

ABOUT OUR CITY

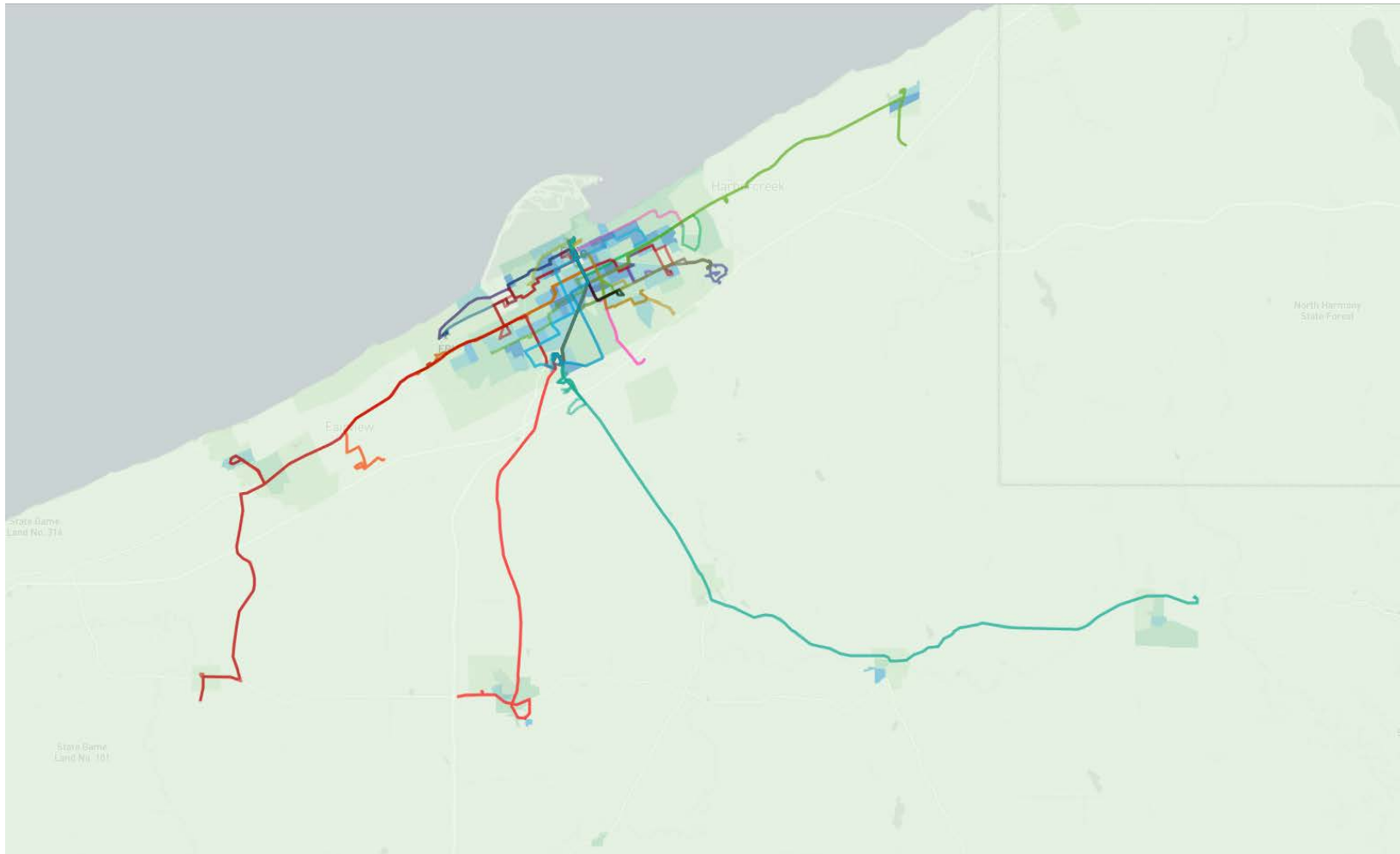


Senior

People per square mile who are 65 years or older. American Community Survey, 2015.

> 1,800	people
900 - 1,800	people
600 - 900	people
400 - 600	people
200 - 400	people
50 - 200	people
< 50	people

ABOUT OUR CITY



Youth

People per square mile who are 18 years or younger. American Community Survey, 2015.

> 3,000	people
1,500 - 3,000	people
1,000 - 1,500	people
700 - 1,000	people
350 - 700	people
100 - 350	people
< 100	people

ABOUT OUR SYSTEM



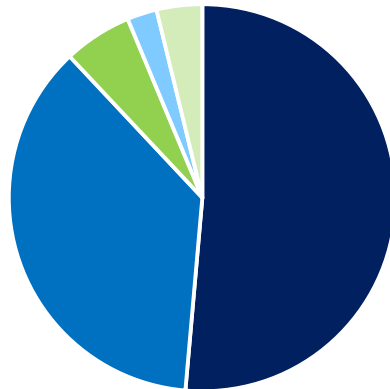
- EMTA (Erie Metropolitan Transit Authority) provides over 3 million rides a year in Erie County. In operation since 1966, EMTA currently operates 30 fixed routes through Erie city and county.
- In order to provide reliable service to as many as possible in Erie County, these fixed routes operate an average of over 20 hours and over 5,500 miles each day Monday through Sunday.
- 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 impressions your ads will attract from the general public.

ABOUT OUR RIDERS



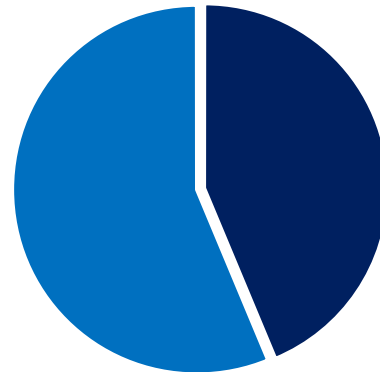
- Based upon 2015 rider survey

Ethnicity



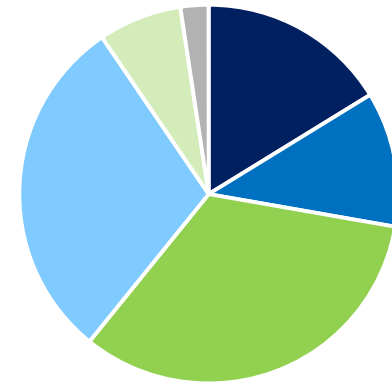
■ Caucasian ■ African American ■ Hispanic ■ Asian ■ Other

Gender



■ Male ■ Female

Gross Household Income



■ \$0-\$5,000 ■ \$5,001- \$11,000 ■ \$11,001- \$23,000
■ \$23,001- \$50,000 ■ \$50,001- \$75,000 ■ More than \$75,000

INTERIOR ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- \$1,000 per month
 - Includes one card per bus (50 total cards)
- Additional cards can be added
 - \$19 per additional card
- Production: \$12 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 11" x 28"
- 25% discount for non-profits



TAIL ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$235 per ad
- 3-5 ads: \$225 per ad
- 6-11 ads: \$210 per ad
- 12 or more: \$ 185 per ad
- Production: \$97 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 19" x 72"



SHELTER ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$240 per ad
- 3-5 ads: \$230 per ad
- 6-11 ads: \$220 per ad
- 12 or more: \$ 210 per ad
- Production: \$97 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 72" x 22.5" & 44 7/8" x 30 7/8"



QUEEN ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$235 per ad
- 3-5 ads: \$225 per ad
- 6-11 ads: \$210 per ad
- 12 or more: \$ 185 per ad
- Production: \$127 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 30" x 88"



KING ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$295 per ad
- 3-5 ads: \$280 per ad
- 6-11 ads: \$265 per ad
- 12 or more: \$ 235 per ad
- Production: \$171.30 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 30" x 144"



SUPER KING ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$310 per ad
- 3-5 ads: \$295 per ad
- 6-11 ads: \$280 per ad
- 12 or more: \$250 per ad
- Production: per ad \$253
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 30" x 229"



KING KONG ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$595 per ad
- 3-5 ads: \$580 per ad
- 6-11 ads: \$565 per ad
- 12 or more: \$530 per ad
- Production: per ad \$1,689.64
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 98" x 229"



BUS WRAP ADS



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$2,500 per ad
- 3-5 ads: \$2,250 per ad
- 6-11 ads: \$2,000 per ad
- 12 or more: \$1,750 per ad
- Production: per wrap \$12,058.23
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: Vary
- 3 month minimum commitment



LIFT- QUEEN ADS

NEW FOR 2018!



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$220 per ad
- 3-5 ads: \$200 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"

LIFT- KING ADS

NEW FOR 2018!



RATES PER CYCLE: ONE CYCLE=1 MONTH

- 1-2 ads: \$280 per ad
- 3-5 ads: \$265 per ad
- 6-11 ads: \$235 per ad
- 12 or more: \$ 220 per ad
- Production: \$171.30 per ad
 - Includes printing, installation & removal
 - Paid directly to an external vendor
- Dimensions: 30" x 144"