

ADVERTISING ON SARTA

Looking for ways to get your message out? To advertise your service, product or business? Advertising on SARTA buses is a great way to have your message seen by thousands of people every day!

With a diverse mix of ad sizes and term lengths there are numerous options for any size advertiser. Transit advertising generates repeated exposure all day, reaching mass audiences with broad coverage and targeted capabilities.

It's really quite simple. Just follow these steps and you have your message spread to thousands across Stark County.

HOW

do I begin?

For more information contact Monna Franks at 330.814.2444 or monna@busadsohio.com

Develop your message and design. Decide what you want the ad to say about your business or organization. Are you running a special promotion or doing general marketing or sales? You may have a graphic designer available or we can assist you in the design process.

1

Pick your size. Choose the size and quantity ad that will work best for you based on your budget. Our sales team can provide reach and frequency numbers based on the numbers of signs purchased and how long they run.

2

For Example... A showing of 25 signs on 14 taillight displays buses for 3 months: **90.9% reach** (the percentage of traveling public who will see your advertisement) and **13.8x frequency** (the number of times the traveling public will see the advertisement)

Order your signs. Once you have decided on the signs you would like to purchase and have designed artwork, get back in touch with us so that we may place that order for you. It generally takes 3-4 days for printing, so make sure to plan ahead.

3

SIGNS

What sizes of signs are available?

SIZES

FIXED ROUTE ADVERTISING



King (street side)
(28.5" x 144")



Queen (curb side)
(28" x 108")



Half Queen (curb side)
(28" x 60")



Tail (18" x 72")



Full Wrap*
(8'x8.5'x30")

**King Kong and Full Back sizing also available*

PROLINE ADVERTISING



Tail (18" x 72")



Curb or Road Side (20" x 100")

INTERIOR ADVERTISING



Interior (11" x 28")

PRICING

ADVERTISE ON SARTA

FIXED ROUTE PRICING - PER AD

EFFECTIVE MARCH 2020

TYPE	SIGN SIZE	1-2 MONTH	3-5 MONTH	6-11 MONTH	12 MONTH	PRODUCTION COST	
						2-10 SIGNS	11+ SIGNS
King	28.5"x 144"	\$200 per month	\$185 per month	\$170 per month	\$160 per month	\$85 each	\$75 each
Queen	28.5"x 108"	\$185 per month	\$165 per month	\$155 per month	\$150 per month	\$67 each	\$65 each
Junior Queen	28.5"x 88"	\$175 per month	\$155 per month	\$145 per month	\$140 per month	\$60 each	\$58 each
Tail	18"x 72"	\$160 per month	\$150 per month	\$140 per month	\$135 per month	\$35 each	\$30 each
Full Wrap	8'x 8.5'x 35'	N/A	\$2000 per month	\$1800 per month	\$1700 per month	By individual quote	
King Kong	8'x 6'	N/A	\$450 per month	\$400 per month	\$350 per month		
Full Back	84" x 100"	N/A	\$350 per month	\$325 per month	\$300 per month		

Plus one time \$30 delivery charge

PROLINE - PER AD

TYPE	SIGN SIZE	1-2 MONTH	3-5 MONTH	6-11 MONTH	12 MONTH	PRODUCTION COST	
						1-10 SIGNS	11+ SIGNS
Tail/ Curbside	18"x 72"	\$160 per month	\$150 per month	\$140 per month	\$135 per month	\$35 each	\$30 each
Road Side	20"x 100"	\$168 per month	\$155 per month	\$145 per month	\$132 per month	\$45 each	\$42 each
Jr. Tail	18"x 56"	\$150 per month	\$138 per month	\$130 per month	\$120 per month	\$30 each	\$28 each
Full Back	VARIABLES	N/A	\$350 per month	\$325 per month	\$300 per month	By individual quote	

Plus one time \$30 delivery charge

All exterior signs are direct application

INTERIOR BUS SIGN - PER SIGN

TYPE	SIGN SIZE	1-2 MONTH	3-5 MONTH	6-11 MONTH	12 MONTH	PRODUCTION COST
Interior	11" x 28"	\$10 per month	\$9 per month	\$8 per month	\$7 per month	UP TO 100 SIGNS \$8.50 each

Plus one time \$30 delivery charge