

Why

Bus Advertising?

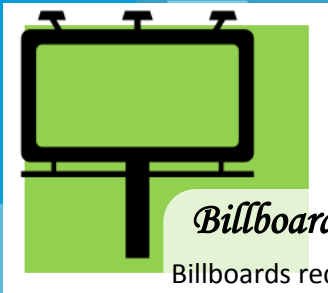
THE SIMPLE GUIDE TO

ADVERTISING

ON

GET *MY RIDE* BUSES

MEDIA KIT 2016-2017



Billboards

Billboards require the person to pass-by and notice the advertising while in motion.



Printed Materials

Printed materials require the person to deliberately pick them up.



Radio

Radio requires the listener to be tuned to the right station at the right time.



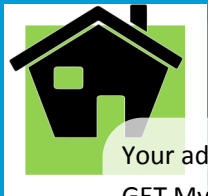
Bus Advertising

Bus advertising is **active** advertising. Buses are participating in traffic, which allows other drivers, passengers and foot traffic to notice them. They are in and out of residential, commercial and industrial areas of the community.

If you want people to notice your business or event advertise with GET My Ride!!!

Step 1

PICK YOUR TARGET MARKET



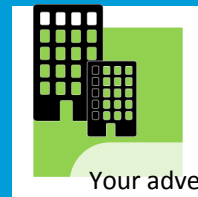
Residential Elko Area

Your advertisement will be rotated on GET My Ride routes that operate door-to-door service. Perfect for targeting people where they are most comfortable...home.



Spring Creek Area

Your advertisement will be rotated on GET My Ride routes that operate door-to-door service in the Spring Creek residential and commercial areas. Perfect for targeting Spring Creek residents and commuters.



Elko City Blue Line

Your advertisement will be placed on the flexible fixed route, weaving throughout the city, 7 times per weekday. Perfect for targeting the City of Elko, commuters, commercial and medical areas.

Step 2

PICK YOUR MEDIA TYPE



Vinyl Banner in Frame

Affordable material
Easy installation and removal
Can be moved among fleet



Banner Style Sticker

Affordable material
Can't be moved among fleet
Only available in space without frames



Custom Wraps

High quality material with long life
Largest advertising space and impact
Can't be moved among fleet

24 x 60 inches Average \$60

24 x 72 inches Average \$120

24 x 96 inches Average \$160

22 x 50 inches Average \$50*

30 x 72 inches Average \$70*

30 x 96 inches Average \$100*

Average \$10-\$16*/sf

Some vendors include artwork with materials

Requires traveling for installation & removal

GET My Ride is selling advertising space on the buses. *The advertiser is responsible for the artwork, the printed materials, shipping of ad materials, the installation, removal and possible travel. Custom wraps are only available with a 1 year or longer contract. If you don't have a graphics team, don't worry...we'll point you in the right direction.

**Option
1 & 2**

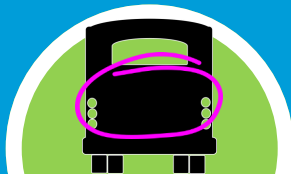
BANNER & STICKER PLACEMENT LOCATION

*Largest Banner
Space Available*



Passenger Side

24 IN TALL BY 84 IN WIDE



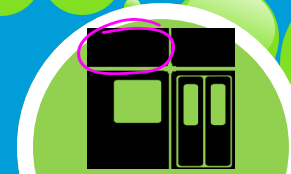
Back of Bus

24 IN TALL BY 72 IN WIDE



Street Side

24 IN TALL BY 96 IN WIDE



Interior Ad

11 IN TALL BY 28 IN WIDE

1-3 Months	\$335/MO	\$310/MO	\$310/MO	\$40/MO
4-6 Months	\$235/MO	\$210/MO	\$210/MO	\$30/MO
7-11 Months	\$215/MO	\$195/MO	\$195/MO	\$27/MO
12+ Months	\$195/MO	\$185/MO	\$185/MO	\$25/MO

**Option
3**

WRAP PLACEMENT LOCATION



Passenger Side



Tail Lights

The following are examples of typical wrap types and coverage. There is some flexibility regarding size and placement.



Street Side

FULL WRAP; both sides and tail lights of one bus, 280—452 SF depending on vehicle:	\$3.00/SF/MO
SIDE WRAPS; one side of one bus, 112—200 SF depending on vehicle:	\$3.29—\$3.39/SF/MO
HALF SIDE WRAP; half of one side of one bus, 56—100 SF depending on vehicle:	\$3.30—\$3.54/SF/MO
TAIL LIGHT WRAP; tail light section of one bus, 55—59 SF depending on vehicle:	\$3.69/SF/MO

Step 3

VEHICLE INVENTORY

Vehicle Description	METAL BANNER FRAME			BANNER STYLE STICKER			Wrap Space Available Customizable space	Typical Route Assignments
	STREET SIDE	PASSENGER	TAIL LIGHT	STREET SIDE	PASSENGER	TAIL LIGHT		
26' Para-transit (101)	✓	✓	✓					Elko/Spring Creek Residential
26' Para-transit (102)	✓	✓	✓					Elko/Spring Creek Residential
26' Para-transit (103)	✓	✓	✓					Elko/Spring Creek Residential
26' Para-transit (7212)				✓	✓	✓	✓	Elko/Spring Creek Residential
28' Para-transit (1315)	✓	✓				✓	✓ Tail Light Section	Elko Residential
28' Para-transit (1316)	✓	✓				✓	✓ Tail Light Section	Spring Creek Residential
28' Para-transit (6717)				✓	✗	✓	✓	Blue Line
30' City Bus (5022)				✓	✓	✓	✓	Peak Service
30' City Bus (5033)				✓	✓	✓	✓	Blue Line

Step 4

CALL OUR SUPPORT TEAM

Corrin Keck
 (775) 691-2648
 Corrin@CKeck4Marketing.com

Advertising Program set up through:
 Elko County Transit Department
 540 Court Street, Suite 104
 Elko, NV 89801
www.GetMyRideElko.com