

## 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](mailto: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")