



## TRANSIT ADVERTISING INFORMATION

Transit advertising is flexible, noticeable and cost effective. Per dollar, transit advertising reaches more people than any other form of advertising. Catch your customer's eye at literally every turn, and let us help you get more mileage out of your advertising budget.



### WHY ADVERTISE YOUR BUSINESS OR EVENT ON TRANSIT?

- Use MART ads to advertise your new business or event; place help wanted ads; promote your company's latest products, services and promotions; post public-service announcements, charity outreach and community event notifications.
- Powerful and proven method of reaching a diverse market.
- Cost effective—interior and exterior options available to meet any budget, offering flexibility in size and location.
- Reaches passengers, pedestrians and drivers all day long, 6 days a week to maximize outreach to potential clients.
- Promotes your business and events in your local area—a moving billboard traveling throughout your community.
- LET US HELP YOU GET THE WORD OUT!



## TRANSIT ADVERTISING INFORMATION

# WRAPS



**Full Bus Wrap: \$1250/Month**

**Half Bus Wrap (full cover of curb or street side of bus): \$750/Month; Street side of MART vans: \$350/Month**

**King Kong Wrap (8-ft. wide x 8-ft. high): \$400/Month**

**Available on curb or street side of bus**



**Full Tail Bus Wrap: \$400/Month**



**Super Tail Bus Wrap: \$200/Month**

Bus wrap installation is the responsibility of the sign-creation company, by appointment only. ANY product covering windows must be made of semi-transparent window wrap material. Bus sizes and styles differ, and exact measurements are the responsibility of the production/installation company.



## TRANSIT ADVERTISING INFORMATION

# EXTERIOR SIGNS



14-ft. x 24-in. Sign- \$310/Month

8-ft. x 18-in. Sign- \$175/Month

6-ft. x 18-in. Sign- \$135/Month



**4-ft. x 18-in. Sign on Side or Rear of buses or MART vans: \$85/Month**

Production of all printed-sign advertisement is the responsibility of the advertiser. MART does not offer graphic design services for printed signs. A list of local vendors is available upon request. **A \$25.00 new sign installation fee will be assessed for EACH exterior sign.** The required material for printed exterior bus signs is single-sided print(s) made from transit vinyl with a 3.5mil UV clear over laminate, and all signs must be pre-masked with transfer tape.

## TRANSIT ADVERTISING INFORMATION

# INTERIOR SIGNS



**28-in. x 11-in. Interior Card: \$30/Month or \$25/Month for 20 or more**

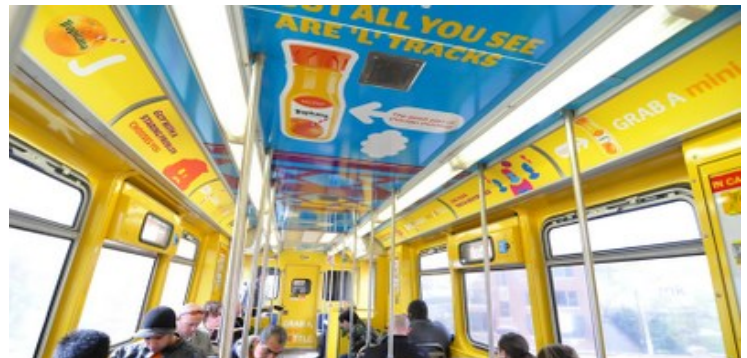
**\$10 Installation fee for each sign**

Preferred production method is 2mm thick paper with a 15mil laminate. Ads should have a 3/4" border at top and bottom of ad.



**Interior Ceiling: \$75/Month**

**32-in. wide x 84-in. long banner in center,  
plus \$25 installation fee**



**Interior Domination: \$225/Month**

**32-in. wide x 84-in. long banner in center, plus  
84-in. x 11-in. banner on each side, plus \$25  
installation fee**

## **FULL BUS DOMINATION:**

**Package includes Full Bus Wrap plus Interior Domination**

**\$1400/Month, \$7980/six months, \$15,120/one year**

Installation to be performed by sign-production company, by appointment only



## TRANSIT ADVERTISING INFORMATION

# SHELTER/ITC SIGNS



18-in. x 36-in.: \$55/Month

18-in. x 66-in.: \$85/Month

30-in. x 36-in.: \$95/Month

30-in. x 66-in.: \$140/Month

36-in. x 108-in.: \$200/Month

Can be placed vertically or horizontally in ITC

Shelter space subject to availability on the **back and away sides** of the shelters, as well as inside the ITC concourse in Fitchburg. \$25 installation fee applies to each new sign. Bus shelter/exterior window ads should be 2mil Semi-transparent Cast Solvent Printed Vinyl with Air Egress Adhesive and a 2mil Cast Overlamine.

**All spaces are rented monthly. Minimum contract term is one month. A 5% discount is available for 6-month contracts, 10% discount for 12-month contracts, and 20% discount for non-profit organizations. Installation fee is a one-time cost per installed sign.**

**MART operates 18 fixed bus routes, and our buses are seen throughout the cities of Fitchburg, Leominster and Gardner and along main-route corridors in Templeton, Winchendon and Athol. MART vans can be seen travelling throughout all of the Montachusett region. Our out-of-town shuttles travel east to Boston and south to Worcester.**

### CONTACT INFORMATION

#### **MART Advertising Department**

Kimberly Smothers  
1427R Water Street  
Fitchburg, MA 01420  
Phone: 978-665-2205  
Email: [advertise@mrta.us](mailto:advertise@mrta.us)

**[www.mrta.us](http://www.mrta.us)**