

# AMTRAN

Transit Advertising

## 2018 RATES AND INFORMATION

Create awareness and visibility  
through Bus Ads and/or Shelter Ads



3301 Fifth Avenue, Altoona PA 16602 (814) 944-4074

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# Creating Awareness and Visibility

## Why advertise with AMTRAN?

### **The Best Deal . . .**

- Transit Advertising is a great way to get your message out. Unlike other media, Transit Advertising does not depend on signal strength, medial purchase, zoning or audience preference to develop its circulation.
- Studies have shown that this form of advertising generates consistently high levels of reach and Frequency at a cost far below that of other media.

### **The Highest Visibility . . .**

- Transit Advertising allows you to "Invade" residential neighborhoods and suburban shopping centers, two areas that are hard to reach with other out-of-home adverteng forms.
- Even though your target audience may vary by age, sex and income, practically all of your prospects have one thing in common -- mobility. They might not all read that same newspaper or listen to the same radio station, but they all get out of the house and that's all that is required to be in Transit Advertising's audience.

### **The "Right" Thing to do . . .**

- Continued public concern over energy conservation and environmental conditions has created emphasis on public transit as part of the solution. Many national corporations have invested heavily in Transit Advertising as a way of investing in the future of this country.
- Your investment in Transit Advertising benefits the local economy. Advertising dollars invested in AMTRAN count as local match for federal and state funds. This money is matched almost five-to-one and brings in over a million dollars a year to this area's economy.

**AMTRAN is the smart choice for advertisers!**

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# Rate Card

AMTRAN

Altoona, PA

Effective 1/1/18

Area Served: Altoona, Hollidaysburg, Duncansville, and portions of Logan and Allegheny townships.

Average Monthly Ridership: 55,000 (source: AMTRAN)

## Rates (per sign/per month)

| Name/Location  | Size           | 1 Month | 3 Months | 6 Months | 12 Months |
|----------------|----------------|---------|----------|----------|-----------|
| King           | 116''w x 29''h | \$160   | \$150    | \$140    | \$130     |
| Queen          | 60''w x 29''h  | \$150   | \$140    | \$130    | \$120     |
| Rear           | 69''w x 20''h  | \$140   | \$130    | \$120    | \$100     |
| Head Wrap      | 360''w x 13''h | n/a     | n/a      | \$400    | \$500     |
| King Kong Wrap | 116''w x 90''h | n/a     | \$900    | \$800    | \$700     |
| Full Wrap      | - - -          | n/a     | n/a      | \$1,750  | \$1,500   |
| Interior       | 28''w x 11''h  | \$10    | \$8      | \$6      | \$5       |
| Shelter Ads    |                | \$130   | \$120    | \$110    | \$100     |
| Bus Rack       |                | \$120   | \$100    | \$90     | \$80      |

**Please Note: Rates listed do not include the cost of production or instillation/removal of individual signs.**

Service is invoiced monthly in advance.

Rates listed reflect entire cost of advertising. Agency discounts or considerations must be negotiated.

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# Advertising Options

## Bus Wrap

AMTRA's bus wraps provide for major advertising opportunities. Imagine your message on a large scale that reaches a large audience! Great way to be creative with your advertising message.



## Bus Sides –King, Queen, or King Kong

AMTRAN's bus side displays are "travelling billboards", with options of either side (curb or street), and three sizes to choose from, providing a variety of options for your advertising budget.



## Bus Rear

AMTRAN's bus rear displays are highly visible and recognizable from a variety of perspectives. Great choice to maximize your advertising dollars!



## Head Wrap

AMTRAN's head wrap display encompass an area of approximately 13" x 30' long (both sides of the bus) on the top of the Gillig buses.





**amtran** is the smart choice.  
**take the bus!**

## Advertising Policy

WHEREAS, AMTRAN is a Public Transit Authority located in Blair County, Pennsylvania, and;

WHEREAS, AMTRAN may choose to sell space for advertising on its vehicles, route schedules and other literature, bus shelters, or other property, as a source of revenue for the Authority;

It is AMTRAN's prerogative to set forth this policy to guide the sale of advertising space:

AMTRAN will **not** accept advertising:

- for tobacco products, alcohol, and political candidates;
- that is deemed in AMTRAN's sole discretion to be derogatory to any race, color, gender, religion, ethnic background, age group, disability, marital or parental status, or sexual preference;
- that promotes the use of firearms or firearm-related products;
- that are obscene or pornographic;
- that promotes violence or sexual conduct;
- that are deemed defamatory, libelous or fraudulent based solely on the discretion of AMTRAN;
- that are objectionable, controversial or would generally be offensive to AMTRAN's ridership based solely on the discretion of AMTRAN

Finally it is AMTRAN's declared intent **not** to allow its transit vehicles or property to become a public forum for dissemination, debate, or discussion of public issues.

By accepting any material, art or copy for advertising under this policy, AMTRAN does not endorse the product or agree with the message conveyed. Advertisers are solely responsible for the content of their material, and must acknowledge and agree in writing to the terms of this policy.

AMTRAN reserves the right to refuse any advertisement for legitimate reasons other than those set forth in this policy.

AMTRAN's Board of Directors hereby adopts this policy, December 2017.

## Available Vendors to produce Transit Advertising Signs

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|---|--|
| <p><b>Cooper Signs</b><br/>Barry Cooper<br/>(814) 322-3206<br/><a href="mailto:barry@coopersings.net">barry@coopersings.net</a></p>   | <p><b>Icon Signs</b><br/>Thad Cunningham, Owner<br/>648 Old Rt. 22<br/>Duncansville, PA 16635<br/><a href="mailto:icon@814wraps.com">icon@814wraps.com</a><br/><a href="http://www.814wraps.com">www.814wraps.com</a><br/>814-696-3831</p> |
| <p><b>imagesetc.</b><br/>Peter Lucas, Director<br/>1292 Franklin Street<br/>Johnstown, PA 15905<br/>814-467-6075<br/><a href="mailto:Peterlucas3@atlanticbbn.net">Peterlucas3@atlanticbbn.net</a></p> | <p><b>Image Signs</b><br/>Suzy Zavalanski, Owner<br/>1720 B, Margaret Avenue<br/>Altoona, PA 16602<br/>Phone...946-4663<br/>Fax...943-5519</p>   |
| <p><b>Steltec</b><br/>Marcia O'Rear<br/>One Corporate Drive, Suite 105<br/>Bedford, PA 15522<br/>(814) 623-2811<br/><a href="mailto:morear@steltekgraphicsw.com">morear@steltekgraphicsw.com</a></p>  | <p><b>Jack White Signs</b><br/>Jack White, Owner<br/>435 8th Avenue<br/>Altoona, Pa 16602<br/>Phone...943-7133</p>   |
| <p><b>Graphics House Imaging</b><br/>444 Irwin Avenue<br/>Muskegon, MI 49442<br/>800-678-4041</p>   |  |

Film specs:

- 3M™ Controltac™ Graphic film with comply adhesive IJ180C - or better (long-term projects)
- Flexcon Bus Mark with 3MIL Gloss Laminate (short-term projects)

For more information . . .  
Call, visit or email Josh Baker at:

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