



Westmoreland Transit



Westmoreland

### Locals



### Commuters



## WESTMORELAND COUNTY TRANSIT ADVERTISING

### Why Transit Advertising?

Transit advertising provides a great value and tremendous impact! Whether your goal is to build brand recognition or to promote a specific product or event, transit advertising is the method to take your message into the community!

It is a smart choice to compliment any marketing program.

Transit advertising provides a platform for your message to circulate throughout the service area, allowing your brand and message to be viewed again and again.

### Ad Placement Options - Space

Traditional exterior placement options are presented on the vehicles. Due to the variety of vehicles within the fleet, dimensions will differ depending on the segment of the fleet chosen. Some opportunities:

"Kings" - Driver's, or street-side of the vehicle, below the window line.

"Queens" - Boarding, or curb-side of the vehicle, below the window line.

"Tails" - A portion of the back of the vehicle.

"Full Backs" - Total coverage of the vehicle back.

"Full Wraps" - Total vehicle coverage with minor restrictions.

### Ad Placement Options - Fleet

Westmoreland County Transit provides **local** service throughout Westmoreland County as well as **commuter** service between Westmoreland and Allegheny counties into the City of Pittsburgh.

### Ad Pricing Per Month:

Space	Local	Commuter	"GO" Bus
Kings	\$250 (20"h x 100"w)	\$300 (24"h x 120"w)	\$150 (20"h x 60"w)
Queens	\$150 (20"h x 60"w)	\$200 (24"h x 100"w)	\$150 (20"h x 60"w)
Tails	\$125 (30"h x 42"w)	\$125 (18"h x 72"w)	N/A

Other large format options are available and priced accordingly. Please ask about "specials".

### Ad Specs:

Software Applications: Adobe Creative Suite

Formats: TIFF; PDF; EPS

Color: Convert all files into CMYK format

Live Area: Advertising dimensions of exterior posters are the trim size. No bleed needed.

All creative design must be approved prior to printing.

Direct-application vinyl will be used for all exterior advertisements.

### Contact:

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AHHHH!!!!!!!Transit Advertising

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