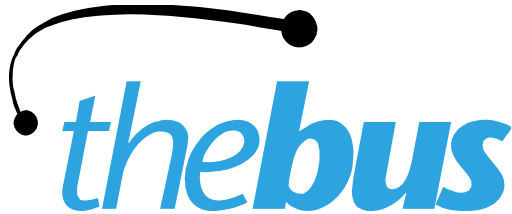


Advertising Space & Rates



- Rates quoted do not include sign production. All signs must be supplied by the advertiser. Refer to spec sheet for sign information.
- Annual Agreements are discounted 15%
- Sign spaces are based on availability
- Rates and spaces are subject to change

Traditional Exterior Advertising

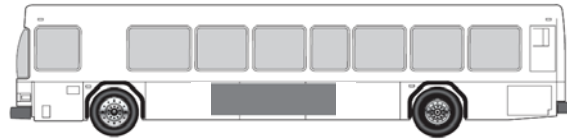
KING

Size: 21"H x 100"W
Three Months: \$370
Annual: \$1,275



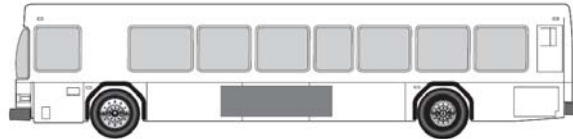
EXCLUSIVE TROLLEY QUEEN

Size: 19"H x 36"W
Three Months: \$325
Annual: \$1,105



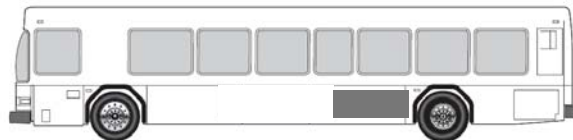
QUEEN 1 (front)

Size: 18"H x 60"W or 24"H x 42"W
Three Months: \$275
Annual: \$935



QUEEN 2 (back)

Size: 24"H x 36"W
Three Months: \$275
Annual: \$935



TAIL

Size: 22"H x 42"W
Three Months: \$325
Annual: \$1,105



Traditional Interior Advertising

Interior sign spaces all have the same rates and size space
Interior sign spaces are sold by the quarter

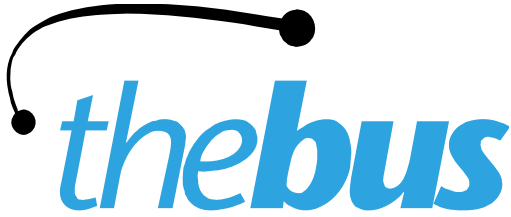
Size: 11 1/2"H x 28"W with a printable area of 10.5"H x 26"W

Three Month Investment per Sign per Bus: \$125.00

Advertise on all six buses for three months: \$450.00

Please call 724-283-0445 ext. 219 for more information

Advertising Sign Specs



Butler Transit Authority Ad Specifications

All signs must be supplied by the advertiser.

Traditional Exterior Advertising

Exterior bus signs must be printed on 3M or Busmark removable vinyl only.

Traditional Interior Advertising

Interior signs must be made of .030 Lexan.
Bleed should be added to interior signs as needed.

Recommended Printers/Sign Designers

Key Grafix
Butler, PA
724-287-4471
Attn: Natalie Franko

Sign Sizes

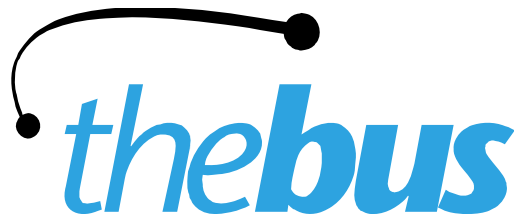
EXTERIOR:

King - 21”H x 100”W • Exclusive Trolley Queen - 19” H x 36”W
Queen 1 - 18”H x 60”W or 24”H x 42”W
Queen 2 - 24”H x 36”W • Tail - 22”H x 42”W

INTERIOR: 11 1/2”H x 28”W

Please call 724-283-0445 ext. 219 for more information

Why Choose Transit Advertising?



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, media purchase, zoning or audience preference to develop its circulation. This form of advertising generates consistently high levels of Reach and Frequency at a cost far below that of other media. "The Bus" advertisements are big, bold, and colorful. **YOU CAN'T MISS THEM!**

THE HIGHEST VISIBILITY...

Transit Advertising allows you to "invade" neighborhoods and suburban shopping centers, two areas that are hard to reach with other out-of-home advertising forms. "The Bus" travels throughout the City of Butler, Butler Township and to the Clearview Mall in Center Township. Buses rotate on different routes to give you the maximum exposure for your advertising sign.



**IMAGINE YOUR OWN
TRAVELING BILLBOARD!**

**JOIN THOSE WHO CHOOSE
TO BE ON THE MOVE WITH
ADVERTISING! CALL TODAY,
SPACES ARE LIMITED!**

Please call 724-283-0445 ext. 219 for more information