



Transit Advertising →

We're Going Places!

- ➔ Bus Wraps
- ➔ Interior Bus Ads
- ➔ Bus Shelter Ads
- ➔ Brochure Ads



FTSB
Making it Happen

Federated Transportation Services
of the Bluegrass
2308 Frankfort Ct.
Lexington, KY 40510
Call (888) 848-0989



www.ftsb.org

Transit Advertising - An Excellent Advertising Value



Advertising

Promote Your Business on our Buses

Looking for ways to get your message out? FTSB is here to promote your business on our moving billboards. Whatever your marketing needs are, let FTSB's buses do the advertising work for you. We carry your customers and new consumers to their favorite destinations, whether it is to work, school, church, movies, restaurants, medical appointments, or other activities.

Stay ahead of your competition with bus advertising on FTSB's vehicles for your next advertising or marketing campaign. Transit advertising generates repeated exposures all day by reaching audiences across the complete area. FTSB's bus wraps are a cost efficient way to deliver your advertising message to an array of people in a way that simply can't be ignored.



Benefits of Bus Advertising



- ✓ **Reaching your Audience:** Customers don't have to read a particular publication or tune in at certain time to receive your message. Transit Advertising brings your message to the busiest and most desirable areas — including many areas where billboards are not used. You can't zap it, ignore it or turn it off.
- ✓ **Timing:** Consumers see bus advertising at the best possible time – when they are not at work, home or school. Transit ads reach people when they're most ready to respond or make a purchase, such as when they're traveling or shopping.
- ✓ **Value:** Transit advertising typically costs less than television, radio, billboards and newspapers. You will reach the largest audience typically for the least cost.
- ✓ **Constant Exposure:** Your ad will be seen 12+ hours a day and you'll reach a captive audience of motorists and pedestrians in passing, at stops, or paused in traffic.
- ✓ **Get Noticed:** With their bold text and larger-than-life graphics, transit ads are naturally appropriate to support your product.

Types of Bus Wraps

Sizes and Types of Bus Wraps

Prices are based on the size of Bus and the type of bus wrap. The prices quoted below are based on a 12 month contract. Shorter terms are available.

★ Full Bus Wrap

Covers the entire bus with your ad. The Bus Wrap is a 30-foot long billboard on both sides and the back of the bus. The bus is covered in vinyl and the windows have a material that allows the graphics to be seen while also allowing passengers to still see out of the bus.

We use our wrapped buses in special events such as parades, so your company or service definitely makes an impact all around town.

A popular, large scale ad in full view of drivers on street level, it is a moving billboard, and more affordable option for your advertising plan.

★ These are eye catching ads on our buses and are seen by thousands of people each week.



★ King Side Bus Wrap

Driver's side: this is the same as a full bus wrap, but is only on the driver's side. This gives your potential customers a street view.



★ Queen Side Bus Wrap

Passenger's Side (Same as a full bus wrap, but is only on the Passenger's side). This gives your potential customers a curb view



★ Full Back Wrap

Rear of the transit bus. If you have ever been stuck behind a bus at a traffic light or in traffic jam, you know what the back of that bus says by the time you start moving again.



Premium Bus Advertising - Available Bus Sizes



Stretch Your Budget!!!



Available Vehicles

★ 40 foot deviated fixed route buses in Morehead



★ 30 foot demand response cut-away vehicles



★ Mini-Vans



Bus Wrap Pricing

These are based on 12 month contract. Shorter terms are available.

Cost for Bus Wraps:

Customer will be responsible for the cost of art, installation and removal of bus wraps.

★ 40 ft. buses	
Full Wrap	\$6000 for the first year, with a reduction to \$5,000 the second year
King	\$2600
Queen	\$2300
Full Back Wrap	\$2500
+ Combination of Sides	
King & Back Wrap	\$4800
Queen & Back Wrap	\$4500
King & Queen Sides	\$4600
★ 30 ft. buses	
Full Wrap	\$5000 for the first year, with a reduction to \$4,000 the second year
King	\$2300
Queen	\$2000
Full Back Wrap	\$2200
+ Combination of Sides	
King & Back Wrap	\$4300
Queen & Back Wrap	\$4200
King & Queen Sides	\$4200
★ Dodge Minivans	
Full Wrap	\$2000 per year, with a reduction to \$1,500 the second year

★ Advertising Ideas ★

First time users of transit advertising should keep these principles in mind when creating your advertising for bus wraps.

- 1 Keep It Simple – Bus advertising is best when it is simple. Bold or bright colors, unforgettable graphics or pictures and a well-placed logo all contribute to how influential your ad will become.
- 2 Brief Message – Make sure you remember your ad is in motion most of the time. The message you are trying to convey must provide a reaction in seconds.
- 3 Selecting Information Cautiously – The bus wrap will be seen by all types of people and differing ages. This will become part of the community as the bus rolls down the streets and roads.



Interior Ads, Shelters & Brochures

★ Interior Bus Advertising

This advertising is smaller and is seen only by the riders. They line the tops of the bus windows and include a sign located on the divider behind the bus driver.

These interior advertisements let you target an audience and specific crowd who is riding the bus.



★ Bus Shelters

This is a great way to advertise your business. They are larger in scale and get many impressions daily from passing drivers.

Your ad could be here



★ Brochures and Route Books

FTSB produces route books and bus brochures. You could place your advertisements in our materials.

It would be in the hands of all our customers and merchants in the area.





**ADVERTISE
-WITH US-**

Contact: Jo Flaherty
859-233-0066
jflaherty@ftsb.org

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