

DRIVING YOUR MESSAGE FURTHER!



MEDIA KIT

Bus Advertising with GMATA



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call **802-223-7BUS**

email advertising@gmtaride.org

fax **802-223-6236**

Why is bus advertising effective?

It drives your advertising dollars further!

With unbeatable value and tremendous impact, bus advertising is a smart choice to complement almost any marketing program. Your message can reach more people, for a longer period of time — **and at a lower cost** — than other forms of media in the Montpelier, Barre and Waterbury areas.

GMTA offers one of the only viable options for **out-of-home advertising** in Central Vermont. Out-of-home advertising is an often overlooked, but strategically important, ingredient to the marketing mix. Why? Because it captures the attention of your audience without the competing influences of home life — newspapers and magazines crowded with ads, back-to-back TV and radio commercials, and direct mail — not to mention family and household demands. Bus ads find their audiences when there is far less competition, and they can't be turned off or impulsively thrown in the trash.

Bus ads reach a wide audience.

Who looks at bus ads? You do! And so do thousands of other people, every day. Buses display your message as they travel past all demographic groups over a wide geographic area.

Who, specifically, is looking? Primarily, it's area residents and commuters. Pedestrian traffic, bicyclists, and bus riders are also exposed to your message regularly.

Tourists and area visitors are a considerable secondary audience. Summer and fall are excellent times to widen the reach of your message, as Vermont is flooded with pedestrians and drivers who are especially receptive to advertising messages promoting Vermont products, services, and destinations.

Bus ads repeat your message, over and over.

Repetition is a key factor in any successful advertising program. Bus ads build exceptional recall because they're seen by drivers and pedestrians who are actively looking at their surroundings every day.

Your message is enhanced by its marketing "vehicle".

Bus ads help support public transit, a vital community service and a responsible way to help the environment. Your ad on a bus tells people that you are supporting the needs and interests of your community.



RESERVE YOUR SPACE TODAY! Call 802-223-7BUS | email advertising@gmtaride.org

Why advertise on GMTA buses?

It's a tremendous value.

Bus advertising gives you the frequency and repetition your marketing campaign needs, at a fraction of the cost of print and radio. Running a small black and white ad in Central Vermont's largest daily newspaper – 4 times in one week – can cost over \$400. When the week is over, your message is gone. What if that same message was produced 60" x 30" – full color – and ran daily for 3 months for only \$480? **Now that's impact!**

GMTA advertising directly supports communities.

When you advertise with GMTA, you support a valuable community resource which brings communities together through accessible public transportation & services. GMTA provides fixed-route service, commuter routes and a variety of community transportation assistance. GMTA is a non-profit, 501(c)3 organization which will utilize your advertising dollars to directly support Central Vermont transportation needs and community enhancement.

Where will your message go?

Downtown Montpelier	<ul style="list-style-type: none"> • Capital District • The Vermont Statehouse • National Life • Shaws Grocery Store • Chittenden Bank • Vibrant Main Street and State Street
Suburban Areas	<ul style="list-style-type: none"> • Barre City / Barre Town • Waterbury / Middlesex / Northfield • East Montpelier / Worcester • Berlin / Northfield / Williamstown • Waitsfield / Mad River Valley • Marshfield / Plainfield
Shopping Areas	<ul style="list-style-type: none"> • Major grocery stores • Downtown shopping districts • Twin City Plaza • Staples Plaza • Berlin Mall / Wal-Mart • Morrisville Plaza • Northgate Plaza
Recreation	<ul style="list-style-type: none"> • Mount Mansfield • Mount Ellen • Route 100 • Lost Nation Theater / Stowe Theatre Guild • Cold Hollow Cider Mill • Barre Opera House / Savoy Theater
Community Resources	<ul style="list-style-type: none"> • Central Vermont Medical Center • Central Vermont Senior Centers & Housing • Visitor Information Centers • Barre and Plainfield Health Centers • Historical Societies & Museums • Waterbury State Complex • Morrisville / Stowe Airport

How much does it cost?

GMTA Advertising Program

Available in 3-, 6- or 12-month contracts, the GMTA Advertising Program offers the effectiveness of message repetition. Individual signs for advertising are available in two sizes:

STYLE	SIZE	LOCATION
Side	Deluxe 30" x 60"	either side of bus
Side	Standard 20 ⁵ / ₈ " x 42 ⁵ / ₈ "	either side of bus

Standard Individual Sign Rates (per month)*

SIZE	3-Month	6-Month	12-Month
Deluxe 30" x 60"	\$160/mo	\$145/mo	\$130/mo
Standard 20 ⁵ / ₈ " x 42 ⁵ / ₈ "	\$150/mo	\$135/mo	\$120/mo

NON-PROFIT Individual Sign Rates (per month)*

SIZE	3-Month	6-Month	12-Month
Deluxe 30" x 60"	\$145/mo	\$130/mo	\$120/mo
Standard 20 ⁵ / ₈ " x 42 ⁵ / ₈ "	\$135/mo	\$120/mo	\$110/mo

Non-Profit Benefits: GMTA is able to contact existing non-profit advertisers, or past non-profit advertisers with an available sign, to extend a "space available discount". We do not encourage advertisers to wait for these opportunities before advertising – they are simply an additional benefit offered exclusively for non-profits. Monthly rate for these signs are \$90/month for Standard size and \$100/month for Deluxe size. Please inquire for more details.

* Rates do not include design or production costs. Please refer to "How do I get a sign made?" for more information about these initial one-time costs.



TECHNICAL SPECIFICATIONS

How do I get a sign made?

Plan your message.

Some initial planning on your part will help a designer and the printer understand what you would like on your bus sign. Try making a rough sketch of what you envision, or writing down the text and design elements that need to appear. You can incorporate text, photos or illustrations, logos, or other graphic elements.

Design your message.

There are many resources available to help you design your sign and deliver the files to the printer: a marketing or design employee on your staff, the in-house design staff at each print vendor, or local graphic design companies. These services are not included in the price of sign production.

Signs are subject to approval by GMTA. If you believe your sign may have controversial material or messages, please feel free to submit a proof (before having it printed) to GMTA for approval.

Select a printer.

Use the list of sign companies, below, as your starting point. However, this list is just a guide — there are many printers who can produce bus signs. The vendors below have printed bus signs for buses in the past and can help walk you through the process from start to finish — getting a price estimate, submitting files when your design is ready, reviewing a proof, and producing the final sign.

The Initial Investment:

GMTA bus advertising is one of the most economical ways to spend your advertising dollar in Vermont, even with the initial investment of having a sign designed and printed. Once it is created, GMTA can display your message over and over, at an incredibly low cost!

The expense of having a sign printed depends on a number of variables: from the size of sign you choose and the number of signs to be produced, to the simplicity or complexity of design being printed. Discuss your needs with one of the vendors listed below for an estimate. Sign printing typically costs between \$200 and \$400.

TIPS!

Keep your message simple. Use as few words as necessary to convey your message, and make sure to use large type. Some people may be reading your sign from a distance.

Use color! Be creative! Reversed copy on brightly colored backgrounds can be extremely effective on our buses, which are primarily white and green.

Sign Companies & Specifications

A few area companies have extensive experience producing signs for buses, but the list at lower right is by no means exclusive. Each printer's materials and printing process may differ slightly, but the end product from all companies should be a weather-resistant, durable sign that will last for a minimum of three years.

Discuss with the vendor the type of advertisement you would like printed, and get a price estimate based on the final quantities and sizes of signs you plan to print.

Specification Recommendations

Material	Weather resistant, 4mm corrugated plastic
Laminate	Clear (resists fading & peeling)
Artwork	1.5" from edge (for frame)
Edges	Deluxe size only: 45° Bevel Cut at corners

VENDOR	TELEPHONE
Xtreme Grafix	(802) 527-5023
Sign-a-Rama	(802) 863-6233
Sign Design	(802) 229-5956

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OR EMAIL US AT

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