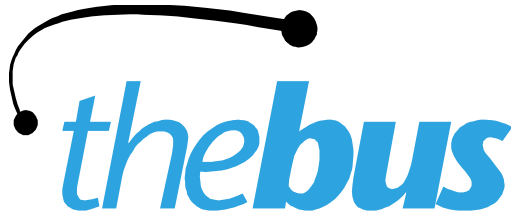


Advertising Space & Rates



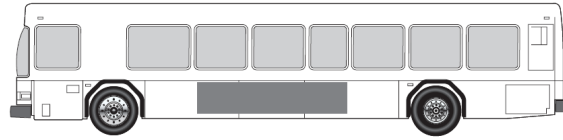
- Rates quoted do not include sign production. All signs must be supplied by the advertiser. Refer to specs below for sign information.
- Annual Agreements are discounted 15%
- Sign spaces are based on availability

Exterior Bus Advertising

KING

Driver side of the bus

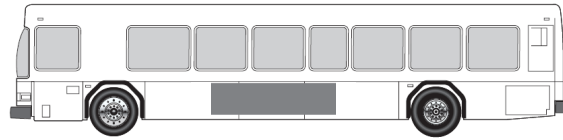
Size: 2ft High x 5ft Long
Three Months: \$370



QUEEN

Curb side of the bus

Size: 2ft High x 4ft Long
Three Months: \$325



TAIL

Back of the bus

Size: 20" High x 4ft Long
Three Months: \$325



Interior Advertising

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

Size: 11"H x 14"W

Three Month Investment per Sign per Bus: \$125.00
Advertise on all six buses for three months: \$450.00

Advertising Sign Specs

EXTERIOR BUS SIGNS

Exterior bus signs are essentially big stickers and they must be printed on 3M or Busmark removable vinyl only.

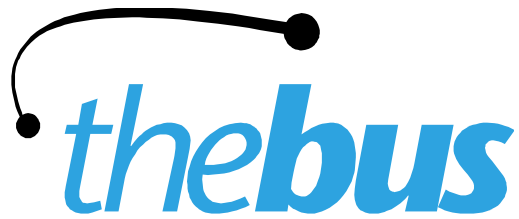
INTERIOR BUS SIGNS

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

BTA recommends Key Grafix for your sign or decal, 724-287-4471.

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

Why Choose Transit Advertising?

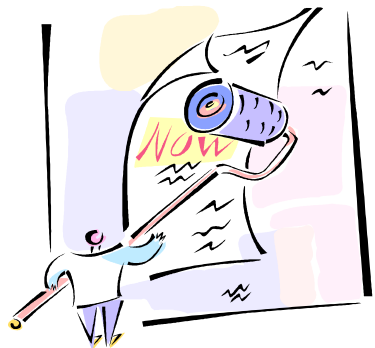


THE BEST DEAL...

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