



Trans-Ad Outdoor LTD

"Moving your message"

Trans-Ad Outdoor LTD

15 Highwoods Drive • Guilford, Connecticut 06437

The Advantages of Transit Advertising

Want to catch the attention of commuters? Try advertising on buses

Where do you advertise when you want to reach everybody? Transit advertising--placement of print ads on buses is an important medium for reaching an audience of all ages, backgrounds and incomes. **You are addressing riders with these "moving billboards."** You are reaching families and professionals in their vehicles, students shopping or right on campus, and tourists finding their way around town.

Why Use Transit Advertising?

- You can't zap it.
- You can't ignore it.
- It can't be turned off like television.
- It reaches drivers and passengers no matter what radio stations they're listening to.
- The large, colorful, innovative designs demand attention.
- You have exclusivity in your space.
- It delivers a varied audience.
- It offers flexibility of ad size and location.

Not only can you reach some very upscale customers on the inside of the bus, but you can also reach a large variety of people by advertising on the more traditional exterior signs. Available in various shapes and sizes, exterior bus signs display advertising messages to thousands of people in cars as well as pedestrians. **Buses travel through cities and outlying suburban areas, to shopping malls, universities, business districts, amusement centers, supermarkets, theaters and convention sites.** Local customers as well as visitors to your area will be exposed to your large moving messages.

Types of Bus Advertising

- King and queen signs are located on the sides of transit vehicles.
- Tail signs are located on the rear of transit vehicles. If you've ever been stuck behind a bus at a traffic light or in a traffic jam, you know what the back of that bus says by the time you start moving again.
- Interior cards are smaller and are 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 (behind the driver sign). Some buses are assigned to school and college routes, so ask your transit company if you can put your signs in those particular buses to reach that younger audience.

In the last few years it has become more popular than ever in certain cities to **"wrap" an entire bus with the theme of a company, a product, a museum**, even camouflage wrap for an Army recruiting campaign. **These giant moving advertisements are impossible to miss and are a lot of fun to look at.**

Designs and Schedules

When considering your design, treat the signs as moving billboards. **Use bright colors to attract attention and simple ideas with just a few words for effective transit advertising.**

Edited; From an article in Entrepreneur Media Inc. 2012.



Call today to discuss the many budget based opportunities at 203-453-5735

tel: 203.453.5735 • fax: 203-453-0503 • www.transadoutdoor.com