

# ADVERTISING

How to get your message out!

In the most cost effective Way....?

## A MCTA Bus Wrap

**Where...** do you advertise when you want to reach everybody?

Transit advertising. We have buses and our buses are waiting for you to cover their bodies in your message. Messages that will be seen in some of our more notable communities, such as Monkeys Eyebrow, Possum Trot, an even in the community of Hard Money.

### 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 are listening to
- The large, colorful, innovative designs demand attention
- You have exclusivity in your space
- It delivers a varied audience

### BUS Wraps:

The advertising cost for a bus is \$8,000 for the first year, with a reduction to \$7,000 for the second year. Advertise your business on MCTA Buses! Advertising on buses is very cost effective, providing the most "bang for your advertising buck", cheaper than billboards, yet moving throughout the entire community! Advertising on buses can't be ignored! They're right in front of your customers every day! **See examples below...**



**For More Information CALL 753-9725**