

Bus ads get better mileage.

Dollar for dollar, it's the most effective medium you can buy.

It delivers more views for your money than any other type of advertising. Here's how:

We build brand awareness. When your message is on a bus, you get repeated, long-term visibility and your graphics – the larger the better – can be (literally) as big as a city bus.

We go where your audience goes. Your message is seen by thousands of people in cars or walking; on main roads and neighborhood streets; in cities and suburbs; at and en route to shopping malls, supermarkets, schools, business districts, parks, theaters and medical centers. Are you out there?



We work. Transit ads extend the reach and frequency – and increase the effectiveness – of any other media you're using, at some of the lowest cost per impressions and highest return on investment in advertising.

We're good for the community. We're a growing player in earth-friendly solutions (less congestion, reduced carbon footprint, alternative fuels, etc.). We're also a valued community service. Get on the bus and benefit by association.



All impact, no dents.

30-70K Individual vehicle advertising generates between **30,000 and 70,000 daily impressions** – per vehicle.

95%+ The percentage of Americans reached by media targeting vehicle drivers and passengers. And **mobile advertising generates 2.5 times more attention** than a static billboard.

98% The percentage of in-car audiences that indicate **they notice side-of-vehicle ads.**

96% The percentage of respondents that say **mobile advertising is more effective** than traditional outdoor advertising.

The icing on the cake: A Federal Highway Administration study forecasts a sharp increase in time spent in personal vehicles and the number of trips per household. So **if your brand isn't out there, you're really going to miss the bus.**



Get it to go!

We're perfect for today's mobile society. Busy people are going places more than ever. Your message reaches them wherever they commute, work, shop, travel and play.

Your audience is already out there.

They don't need anything more to see your message – no subscription, no remote, no channel or volume to adjust. All your message has to do is show up.

Everybody feels the love. All ages. All interests. All income and skill levels. Locals and tourists. Drivers and riders and pedestrians . . . and anyone who can see out the storefront window.

It's everywhere and more affordable. Your message travels our routes up to seventeen times a day – at costs that are a lot more affordable than a TV spot with that frequency.

You call 'em stoplights. We call 'em spotlights. Every time we stop, your message takes center stage with a captive audience. (Nice!)

Want 30-40 minutes with a captive buying audience? Get on the bus! That's the average length of a passenger's ride. That's a long time to avoid eye contact; your interior ads give them a handy "distraction." What other medium gives you 30-40 minutes with a captive audience several times daily?



Get out there!

Higher exposure, lower costs, wider audience, better options.

Get on the bus! For rates and options, call **734-639-5979** or email us at info@lakeerietransit.com.



Call 734-639-5979 | Visit lakeerietransit.com