

I GO RTA CAMPAIGN

DIRECT MAIL



IGOFREE FOR AN ENTIRE WEEK.



RTA GO PASS

**ONE FREE
WEEK**

VALID JULY 10-16, 2016

Good for unlimited free rides
on RTA transit service.
(Sorry, Paratransit not included.)

Did you know the
RED LINE stops near
your home?

PUNCH OUT THIS FREE PASS
and ride RTA anywhere
you want — all week long.

IGORTA

Targeted Postcard

IGOFREE FOR AN ENTIRE WEEK.

RTA GO PASS

ONE FREE WEEK

VALID AUGUST 14-20, 2016

Good for unlimited free rides on RTA transit service. (Sorry, Paratransit not included.)

This is a flash pass, just show it to the operator upon boarding the vehicle. Do not enter or tap in the farebox.

IGORTA

Did you know the **CLEVELAND STATE** stops near your home?

PUNCH OUT THIS FREE PASS and ride RTA anywhere you want — all week long.

IGORTA

ONE FREE WEEK

VALID AUGUST 14-20, 2016

Good for unlimited free rides on RTA transit service. (Sorry, Paratransit not included.)

This is a flash pass, just show it to the operator upon boarding the vehicle. Do not enter or tap in the farebox.

IGORTA

Go to ridRTA.com/IGORTA to see our list of partners and special discounts for riders. Also, share your photo visiting our partner locations with **IGORTA** for a chance to win great prizes.

CLEVELAND STATE LINE DESTINATIONS:

- Bay Village
- Worsham/Crocker Park
- Rocky River
- Lakewood
- Cleveland
- Downsview Public Square
- Cleveland State University

1510 West 60th Street
Cleveland, Ohio 44133-1302
ridRTA.com/IGORTA

RTA logo and social media icons.

For complete route and more information, visit ridRTA.com/routes/clevelandstateline

Barcode and text: SAMPLE, A SAMPLE RESIDENT, 1614 E 40TH ST., CLEVELAND OH 44103-2319

Auto-DIGIT 44103

The **GO CLE** app is here. Download it now to **PLAN, RIDE, AND RIDE.**

I GO RTA CAMPAIGN

DIGITAL: BANNER ADS



IGO
CANNOLI.

#**IGORTA** 
TO LITTLE ITALY.

LET'S GO!

970 x 250

IGO CANNOLI.

#**IGORTA** 
TO LITTLE ITALY.

LET'S GO!

970 x 90


IGO
CANNOLI.

#**IGORTA** 
TO LITTLE ITALY.

LET'S GO!

728 x 90

IGO
CANNOLI.

#**IGORTA**

TO LITTLE ITALY.

LET'S GO!

160 x 600

IGO CANNOLI.

#**IGORTA** 
TO LITTLE ITALY.

LET'S GO!

500 x 500

IGO CANNOLI.

#**IGORTA**

TO LITTLE ITALY.

LET'S GO!

300 x 250

IGO
GRILLED CHEESE.
#**IGORTA**

TO MELT BAR & GRILLED.

IGO
"GO TRIBE!"
#**IGORTA**

TO PROGRESSIVE FIELD.


LET'S GO!


Additional Banner Campaigns

I GO RTA CAMPAIGN

DIGITAL: PARTNER OFFERS





#IGORTA 
TO CLEVELAND METROPARKS ZOO



\$2 OFF ADMISSION

970 x 250

#IGORTA 
TO CLEVELAND MUSEUM OF ART



\$2 OFF TICKETED EXHIBITION

970 x 90

#IGORTA 
TO GREATER CLEVELAND AQUARIUM



\$5 OFF ADMISSION

728 x 90

#IGORTA 
TO CLEVELAND CINEMAS



FREE DRINK WITH PURCHASE OF POPCORN

160 x 600

#IGORTA 
TO CLEVELAND BOTANICAL GARDEN



\$2 OFF ADMISSION

500 x 500

#IGORTA 
TO HAPPY DOG



\$1 OFF HOT DOGS

320 x 480

#IGORTA 
TO CLEVELAND MUSEUM OF NATURAL HISTORY

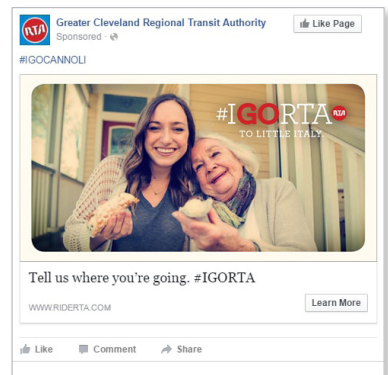
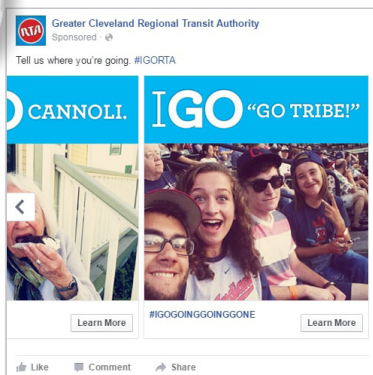
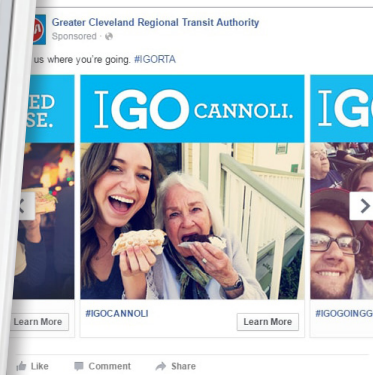
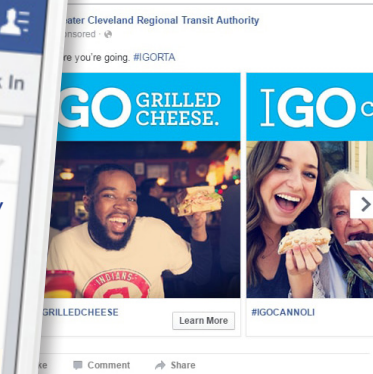
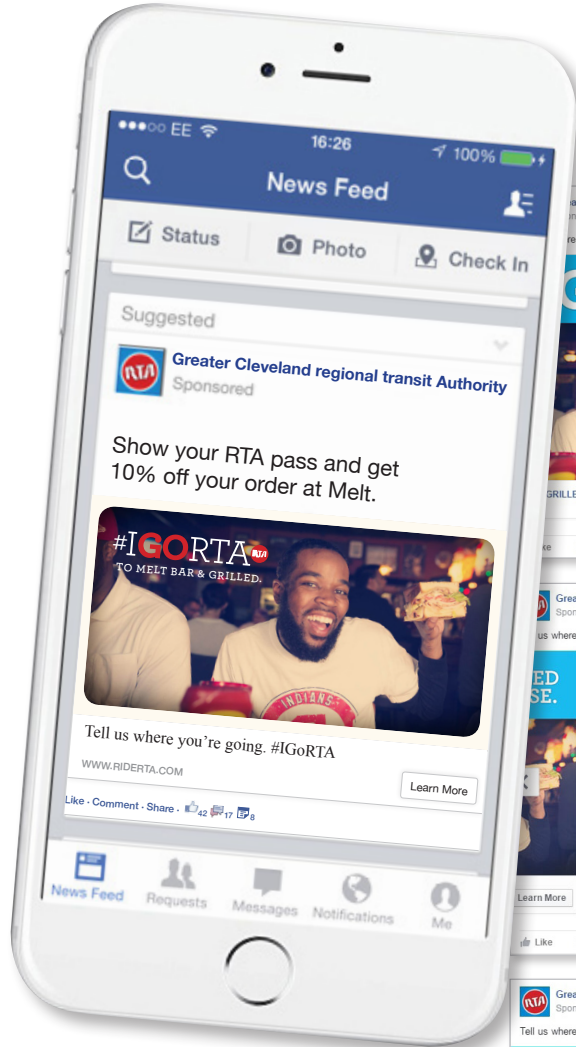


\$2 OFF YOUR NEXT VISIT

300 x 250

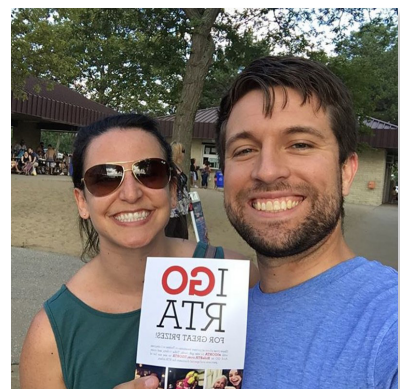
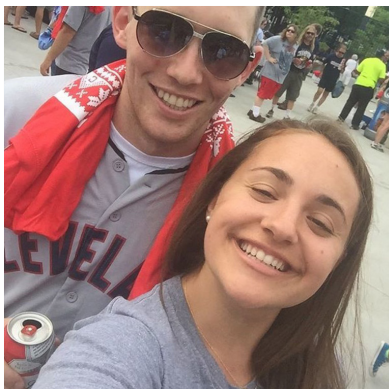
I GO RTA CAMPAIGN

DIGITAL: FACEBOOK/TWITTER



I GO RTA CAMPAIGN

DIGITAL: #IGORTA SELFIE CONTEST



I GO RTA CAMPAIGN

TELEVISION/RADIO



<https://vimeo.com/favoritebrother/review/189026078/2d43138ca5>



<https://vimeo.com/favoritebrother/review/189026095/35d76584d0>



http://www.brokaw.com/igorta_school/

http://www.brokaw.com/igorta_work/

I GO RTA CAMPAIGN

COMMUNITY OUTREACH: EVENT BUS



I GO RTA CAMPAIGN

COMMUNITY OUTREACH: STREET TEAMS



I GO RTA CAMPAIGN

TRANSIT SHELTER SIGNAGE



IGO
CANNOLI.

#**IGORTA** RTA
TO LITTLE ITALY.

IGO
DOGS & TOTS.

#**IGORTA** RTA
TO HAPPY DOG.

IGO
GRILLED CHEESE.

#**IGORTA** RTA
TO MELT BAR & GRILLED.

IGO
AFLUTTER.

#**IGORTA** RTA
TO THE CLEVELAND
BOTANICAL GARDEN.

IGO
GOOD EATS.

#**IGORTA** RTA
TO THE
WEST SIDE MARKET.

IGO
"GO TRIBE!"

#**IGORTA** RTA
TO PROGRESSIVE FIELD.

IGO
VAN GOGH.

#**IGORTA** RTA
TO THE CLEVELAND
MUSEUM OF ART.

IGO
FLAMINGO.

#**IGORTA** RTA
TO THE CLEVELAND
METROPARKS ZOO.

IGO
20,000 LEAGUES.

#**IGORTA** RTA
TO THE GREATER
CLEVELAND AQUARIUM.

Window Clings

I GO RTA CAMPAIGN

CAMPAIGN SUPPORT: SIGNAGE



Street Kiosk

IGO FOR GREAT DEALS.

Show your RTA farecard at our partner locations for great discounts.

See the full list of deals at RideRTA.com/IGORTA.

#IGORTA RTA

The sign features a grid of partner logos including: Cleveland Botanical Garden, Cleveland Children's Museum, Cleveland Zoo, Cleveland History Center, Cleveland Museum of Art, Cleveland Public Library, Cleveland Botanical Garden, Cleveland Children's Museum, Cleveland Zoo, Cleveland History Center, Cleveland Museum of Art, Cleveland Public Library, Happy Dog, Picca, Wind Spot, and Pour Cleveland. It also includes three photos: a man with a pizza, a family at an aquarium, and a woman eating a hot dog.

IGO FOR GREAT DEALS.

Show your RTA fare card at our partner locations for great discounts.

See the full list of deals at RideRTA.com/IGORTA.

#IGORTA RTA

The sign is a smaller version of the Street Kiosk sign, featuring the same text, logos, and photos.

Interior Car Card

IGO FOR GREAT DEALS.

Show your RTA fare card at these locations to get great discounts:

See the full list of deals at RideRTA.com/IGORTA.

#IGORTA RTA

The sign is a smaller version of the Street Kiosk sign, featuring the same text, logos, and photos.

Stanchion Sign

IGO FOR GREAT DEALS.

Show your RTA farecard at our partner locations for great discounts.

See the full list of deals at RideRTA.com/IGORTA.

#IGORTA RTA

The banner features a grid of partner logos including: Cleveland Botanical Garden, Cleveland Children's Museum, Cleveland Zoo, Cleveland History Center, Cleveland Museum of Art, Cleveland Public Library, Cleveland Botanical Garden, Cleveland Children's Museum, Cleveland Zoo, Cleveland History Center, Cleveland Museum of Art, Cleveland Public Library, Happy Dog, Picca, Wind Spot, and Pour Cleveland. It also includes three photos: a family at an aquarium, a woman eating a hot dog, and a man with a pizza.

Retractable Event Banner

I GO RTA CAMPAIGN

CAMPAIGN SUPPORT: T-SHIRTS



I GO RTA CAMPAIGN

CAMPAIGN SUPPORT: MISCELLANEOUS



IGOR RTA

FOR GREAT PRIZES!

Share your photo at partner locations on Twitter or Instagram with #IGORTA to win gift cards, Tribe tickets, and more. And GO to RideRTA.com/IGORTA to see our list of partners and special discounts for RTA riders.

Here are the rules:

- Ride RTA to these partner locations.
- Take a photo and share it on Twitter or Instagram with #IGORTA
- Every photo enters you to win great prizes.
- Share your photo from 5 of these locations, and you'll be entered to win a grand prize party bus tour for you and your friends on the I GO RTA bus.

For the rules and details, visit rideRTA.com/IGORTA

rideRTA.com/IGORTA

Flyer

WE GO RTA

SHOW YOUR PASS—GET A GREAT DEAL.

OFFICIAL PARTNER

Partner Window Decal

IGOR DOGS AND TOTS.

IGOR MELT BAR & GRILLED

#IGORTA TO HAPPY DOG

SHOW YOUR RTA PASS
GET 10% OFF YOUR NEXT VISIT

Want to win gift cards, Tribe tickets, and more? Take a photo while you're here and share it on Twitter or Instagram with #IGORTA. GO to RideRTA.com/IGORTA to see our list of partners and more special discounts for RTA riders.

SHOW YOUR RTA PASS
GET \$1 OFF A HOT DOG

Want to win gift cards, Tribe tickets, and more? Take a photo while you're here and share it on Twitter or Instagram with #IGORTA. GO to RideRTA.com/IGORTA to see our list of partners and more special discounts for RTA riders.

Partner Beverage Coasters