

# Leave the Driving to Us

2000 Summit Road, Kent, Ohio 44240  
330-678-7745 • [partaonline.org](http://partaonline.org)

Contact an  
Advertising Sales Representative

**330-564-2224**



**Our proposition** is simple. Advertise with PARTA, one of the best values in regional advertising, and by driving our buses, we will drive your business.

Place your messages on PARTA buses and LTV's, and you'll display them across the breadth of the Portage County area. Or choose to specifically target the Kent State University community by advertising on our PARTA/KSU Campus Bus Service.

## **PARTA's Services**

- 1.3 million rides in 2016
- 23 buses on 15 fixed routes which includes service to Kent State's main campus.
- Approximately 20 buses at max service on our countywide door-to-door service.
- Fixed route service to Kent, Ravenna, Stow, Windham, Garrettsville, and Hiram.
- Express service to Akron and Cleveland.

## **PARTA's Service Area Statistics**

- 492 square miles; population of 161,419 (2010 census).
- ¼% Sales tax levy generates 56% of operating revenue.
- 4 cities; 6 villages; and 18 townships.
- Weekday routes to Akron and Cleveland

Portage Area Regional Transportation Authority advertising rate card

The Portage Area Regional Transportation Authority does not discriminate in provision of services or employment because of handicap, race color, creed national origin, sex or age. EOE

## Advertising on Fixed Route Transit Buses

These vehicles rotate between on-campus service at Kent States main campus and off-campus service to Stow, Kent, Ravenna, Akron, and Cleveland.



### Streetside ad

(exterior advertising measures 30" high x 96" wide)

# of Signs	1-2 mo	3-5 mo	6-11 mo	12 mo
10	\$1750/mo	\$1650/mo	\$1550/mo	\$1450/mo
5	\$875/mo	\$825/mo	\$775/mo	\$725/mo
1	\$175/mo	\$165/mo	\$155/mo	\$145/mo



### Tail and Curbside ad full size buses Streetside ad on LTV

(exterior advertising measures 21" high x 72" wide)

# of Signs	1-2 mo	3-5 mo	6-11 mo	12 mo
10	\$1500/mo	\$1450/mo	\$1370/mo	\$1300/mo
5	\$750/mo	\$725/mo	\$685/mo	\$650/mo
1	\$150/mo	\$145/mo	\$135/mo	\$130/mo



### Tail ad on full size buses and LTVs Streetsided and curbside of LTVs

(exterior advertising measures 21" high x 44" wide and may be placed on rear and curbside of full size buses and curbside of the LTV buses)

# of Signs	1-2 mo	3-5 mo	6-11 mo	12 mo
10	\$1250/mo	\$1200/mo	\$1150/mo	\$1100/mo
5	\$625/mo	\$600/mo	\$595/mo	\$550/mo
1	\$125/mo	\$120/mo	\$115/mo	\$110/mo

## Advertising on PARTA/CAMPUS Bus LTVs

These vehicles circulate throughout the county and Kent State's main campus primarily on door-to-door with a few used to go to the Villages of Windham, Garrettsville, and Hiram for fixed route service.



### Fully illustrated bus ad

(exterior advertising measures 8.5' high x 8' wide x 30', 35', or 40' long covering the entire bus)

	3 mo	4-6 mo	7-12 mo
1 bus	\$2000/mo	\$1900/mo	\$1800/mo



### Fully illustrated tail ad

(exterior advertising measures approximately 96" h x 102" w)

# of Signs	1-2 mo	3-5 mo	6-11 mo	12 mo
3	\$1200/mo	\$1125/mo	\$1050/mo	\$975/mo
1	\$400/mo	\$375/mo	\$350/mo	\$325/mo

### Interior cards (11" x 17")

	1-3 mo	4 mo	8 mo	9-12 mo
25	\$250/mo	\$225/mo	\$200/mo	\$175/mo
20	\$200/mo	\$180/mo	\$160/mo	\$140/mo
1	\$10/mo	\$9/mo	\$8/mo	\$7/mo

### Production charge

30" x 96"	\$95 each
21" x 72"	\$60 each
21" x 44"	\$49 each

### Interiors

11" x 17"	\$7.00 each
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Exterior signs all with laminate coating.

**\$20 delivery to PARTA per order**

\*Prices shown do not include any additional costs of graphic design which may be incurred. These prices in effect as of: May 2017

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