



Advertising Rate Card

Leave the Driving to Us

2000 Summit Road, Kent, Ohio 44240 • 330-678-7745 • partaonline.org

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

- Completing more than 900,000 trips in 2023.
- 20 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

- 504 square miles; population of 161,791.
- ¼% sales tax levy generates over 50% of operating revenue.
- 4 cities; 5 villages; and 18 townships.
- Weekday routes to Akron and Cleveland.

**Contact an Advertising
Sales Representative**

330-814-2444

Monna@BusAdsOhio.com

Advertising on Fixed Route Transit Buses

These vehicles rotate between on-campus service at Kent State's main campus and off-campus service to Stow, Kent, Ravenna, Garrettsville, Windham, Akron, and Cleveland.



Streetside ad

(exterior advertising measures 96" x 30")

# of Signs	1-2 mo	3-5 mo	6-11 mo	12 mo
10	\$1900/mo	\$1800/mo	\$1700/mo	\$1600/mo
5	\$950/mo	\$900/mo	\$850/mo	\$800/mo
1	\$190/mo	\$180/mo	\$170/mo	\$160/mo



Tail and Curbside ad full size buses

Streetside ad on LTV

(exterior advertising measures 73" x 21")

# of Signs	1-2 mo	3-5 mo	6-11 mo	12 mo
10	\$1600/mo	\$1550/mo	\$1500/mo	\$1450/mo
5	\$800/mo	\$775/mo	\$750/mo	\$725/mo
1	\$160/mo	\$155/mo	\$150/mo	\$145/mo



Tail ad on full size buses and LTVs

Streetside and curbside of LTVs

(exterior advertising measures 44" x 21" 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	\$1350/mo	\$1300/mo	\$1250/mo	\$1200/mo
5	\$675/mo	\$650/mo	\$625/mo	\$600/mo
1	\$135/mo	\$130/mo	\$125/mo	\$120/mo

Advertising on PARTA Buses LTVs

These vehicles circulate throughout the county and Kent State's main campus primarily on door-to-door service.



Fully illustrated bus ad

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

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



King Kong Streetside ad

(approximately 240" x 96")

# of Signs	1-2 mo	3-5 mo	6-11 mo	12 mo
3	\$1350/mo	\$1275/mo	\$1200/mo	\$1125/mo
1	\$450/mo	\$425/mo	\$400/mo	\$375/mo

Interior cards (28" x 11")

	1-3 mo	4 mo	8 mo	9-12 mo
25	\$275/mo	\$250/mo	\$225/mo	\$200/mo
20	\$220/mo	\$200/mo	\$180/mo	\$160/mo
1	\$11/mo	\$10/mo	\$9/mo	\$8/mo

Production charge

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

Interiors

28" x 11"	\$9.00 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: October 2019

ASK ABOUT OUR

NEW
DIGITAL BOARDS
ON OUR TROLLEY BUSES

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PARTA
PORTAGE AREA REGIONAL
TRANSPORTATION AUTHORITY