



2026

PORTAGE COUNTY TRANSIT ADVERTISING

WE DRIVE YOUR MESSAGE FOR YOU!

PORTAGE AREA REGIONAL
TRANSPORTATION AUTHORITY (**PARTA**)

2026 RATE PACKET



2000 Summit Rd., Kent, Ohio

330-678-7745

PARTAonline.org/Advertising

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

SPARK INTEREST

A billboard is big, but does it move? PARTA's fleet is comprised of 32 large transit buses on 15 fixed routes and 27 Door-To-Door buses on our county-wide service.



WIDEN YOUR REACH

504 square miles of messaging opportunities as PARTA travels 4 cities, 5 villages, and 18 townships weekly. Plus our Akron and Cleveland express routes and Kent State University's Campus Bus Service.



25,000 + STUDENTS AT KENT STATE MAIN CAMPUS!

DIVERSIFY YOUR AUDIENCE

With 1,130,387 rides served in 2024, PARTA brings together urban and rural communities with diverse demographics.

EASY TO ORDER ADS

STEP BY STEP

STEP 1.

Contact PARTA for advertising information

Call our main office at 330-678-7745

STEP 2.

Discuss goals, set a timeline, find a good budget, create a personal plan, and sign your contract!

STEP 3.

Submit artwork or request created artwork

No art? No problem! A FREE 30 minute design time is included.

STEP 4.

Approve proofs, wait for delivery, receive photos when ads go live!

PRINT PRODUCTION SETTINGS

- .25 Margin
- 300 DPI
- CMYK Color Profile
- PDF, PNG, JPEG files accepted

Exterior signs all with double laminate coating

FRAMED EXTERIORS

Our framed exteriors are perfect for your message to be seen from all sides of our transit buses. See sizes, placements, and prices below!

LARGE - 96" x 30"

Streetside

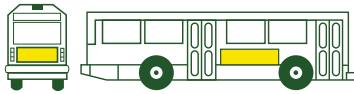


PRODUCTION: \$95.00 PER SIGN

Amount of Signs	1-2 Months	3-5 Months	6-11 Months	12 Months
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

MEDIUM - 72" x 21"

Curbside & Tail



PRODUCTION: \$60.00 PER SIGN

Amount of Signs	1-2 Months	3-5 Months	6-11 Months	12 Months
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

SMALL - 44" x 21"

Tail, LTV Curbside, LTV Streetside



PRODUCTION: \$49.00 PER SIGN

Amount of Signs	1-2 Months	3-5 Months	6-11 Months	12 Months
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

PRICE PER MONTH LOWERS WHEN ADVERTISING LONGER →

INTERIOR CARDS

28" x 11"

Amount of Signs	1-3 Months	4 Months	8 Months	9-12 Months
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: \$9.00 PER SIGN

DIGITAL BUS SCREENS

Amount of Signs	1-3 Months	4 Months	8 Months	9-12 Months
25	\$130/mo	\$120/mo	\$110/mo	\$100/mo

PRODUCTION: \$20.00 PER FILE

WRAPPED EXTERIORS

Production and monthly price will vary on both options due to being a specialized order. Inquiry through PARTAonline.org/Advertising



KING KONG - 240" x 96"

Streetside



FULLY ILLUSTRATED BUS WRAP

PLUS \$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: June 2025



EASY QUESTIONS & **QUICK ANSWERS**

Do I need to know exactly what I want when contacting PARTA?

No! PARTA's ad representative is there to guide and assist in forming a plan based on your business. These plans are flexible and personalized.

Are my ads reuseable?

Yes! All ads are printed with a double lamination to keep them durable over time. PARTA will store unused ads at the request of the advertiser for later use.

Do I spend or save more by advertising longer?

The longer your ads run on PARTA buses, the less you'll pay per month, per sign!

My audience is located in residential areas, can I still get ads?

Yes! PARTA offers advertising on our large buses and our small Door-To-Door buses. These buses reach the residential and rural areas that our large buses do not frequent.

Can I put ads on buses ONLY for Kent State Campus?

No. PARTA buses do not run the same route every single day, however, many of our Fixed Routes visit areas like Downtown Kent, Downtown Ravenna, and Stow where KSU students can ride for free to do shopping and more off-campus.

Can I place a political ad?

No, PARTA does not allow advertising related to politics, religion, or containing coarse language.



SCAN THE QR CODE

OR VISIT PARTAONLINE.ORG/ADVERTISING

