



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

- Serving 1,130,387 rides in 2024.
- 21 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 Advertising
Sales Representative:**

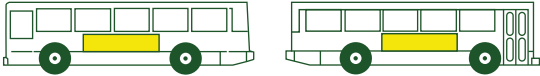
Makayla Gibson
Mgibson@PARTAonline.org
330-678-7745 Ext. 153

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.

Advertising on PARTA Buses LTVs

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



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



KING KONG STREETSIDE AD

(approximately 240" x 96") *Production charge varies*

# 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



TAIL AND CURBSIDE AD FULL SIZE BUSES STREETSIDE AD ON LTV

(exterior advertising measures 72" 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

INTERIOR CARDS (28" x 11")

# of Signs	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

DIGITAL BUS SCREENS

1280 x 720 px

# of Screens	1-3 mo	4 mo	8 mo	12 mo
10	\$130/mo	\$120/mo	\$110/mo	\$100/mo

MORE SCREENS COMING SOON!



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

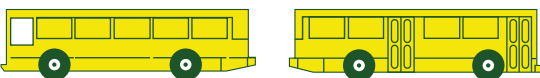
PRODUCTION CHARGE

96" x 30"	\$95 each
72" x 21"	\$60 each
44" x 21"	\$49 each
28" x 11"	\$9 each (Interiors)
1280 x 720 px	\$20 each (Digital File)

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



FULLY ILLUSTRATED BUS AD

(exterior advertising measures 8.5" high x 8" wide x 35", or 40" long covering the entire bus) *Production charge varies*

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

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