



**Great idea?**

# **GetOnTheBus.ca**

**jsalfi@peterborough.ca - 742.7777 X 2535**

## ***Why Transit Advertising?***

It is an effective and highly visual option to achieve marketing dominance. Transit Advertising is NOT limiting to specific listeners, readers or demographics... it captures EVERYONE. The value received from a “moving billboard” when compared to traditional forms of advertising is unmatched!

Transit advertising takes your message to Where The People Are and Going To! From Downtown to Uptown... to the Local Shopping Malls... University and College... High Schools and Parks... Arenas, Library and other Community Centres. Your message is presented to consumers in other vehicles, on foot and at bus shelters. Buses cover the entire city using all of the major streets and roads including residential areas where people don't even have to leave home to see your message.

### ***The Power of transit advertising is in the numbers...***

- 43 buses in the fleet
- 10 accessible vans
- 16 routes are travelled daily throughout the City of Peterborough
- There are 621 bus stops throughout the City
- Buses are on the road between 17-21 hours a day, 7 days a week
- Passenger numbers are in excess of 3.4 million riders per year



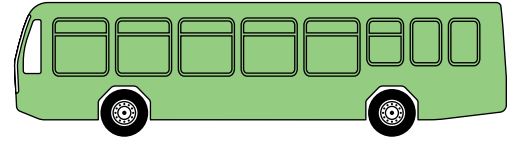
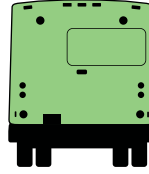
# A creative lineup to suit your Budget and Exposure Needs.

## WRAPS

### Super Bus (Full Bus Wrap)

A bold eye catching display combining colourful body and window graphics that attracts significant attention.

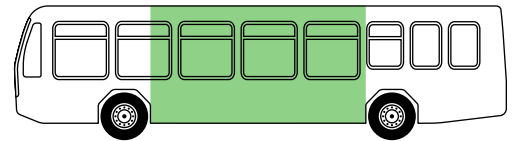
- Both sides, back & front
- Huge impact where lots of space is combined with custom high quality graphic options
- Exclusive space not shared with other advertisers



### Partial Murals

Otherwise known as large posters on the side of transit buses. Size complimented by positioning creates high impact

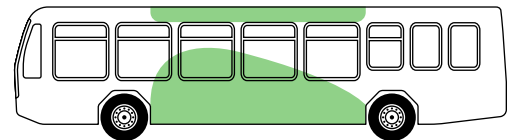
- 20' w x 10 h spanning the space between the wheel wells & top to bottom
- Great visual impact streetside
- Exclusive to the sides of buses and are not shared with other advertisers.



### Super Vinyl Kings & Headliners & Free Form Murals

A unique and alternative to the partial mural. Uniquely die cut to outline the creative with 'some' coverage on the windows.

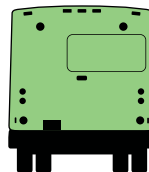
- 4.5' x 20' between the wheel wells
- Shaped/die cut in any shape or form when partially covering windows
- Provides outstanding market presence.



### Ultra Tails (Full Bus Back)

The most popular advertising option. Combine billboard size and mobility getting your message in everybody's face.

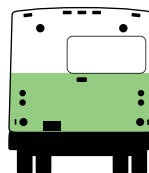
- 8'w x 8'h coverage
- Guaranteed to stand out in traffic!
- Exclusive advertising space



### Super Tails

An alternative to the full back wrap being on the back of the bus.

- 3.5'w x 8'h located on bottom half of a bus back covering side to side and up to window height
- Attention grabber being not only at eye level but front and centre

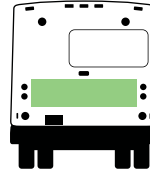


# POSTERS

## Seventy Posters (Passenger Side & Tail Posters)

Seventy Posters are meant to capture attention when you're beside or behind the bus. A favourite of local retail businesses and services.

- 70" w x 21" h back or side of bus
- Catch attention being not only at eye level but front and centre at every stop



## Traditional King Posters

Positioned at eye level on the drivers side of transit buses. King posters are double the size of a traditional poster noticeable at a glance.

- 139" w x 30" h fits into the side frame on traffic side
- Positioned eye level to reach everyone



## Interior Posters

Small but effective, delivering a message! A creative bus interior will be read from start to finish. Transit Interior Cards deliver an impressive demographic profile because transit riders are frequent riders.

Two sizes available:

- Standard Interior Card 35" w x 11" h
- Super Interior Card 70" w x 11" h



## Business Assumptions

- Rates are for space only
- Production & HST extra.
- We will coordinate production on your behalf
- Specific routes are not guaranteed
- The City of Peterborough reserves the right to approve artwork
- Multi vehicle or monthly buys may result in a rate discount



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### FILE PREPARATION SPECIFICATIONS

Artwork must be designed on proper vehicle template, please contact John Salfi, jsalfi@peterborough.ca, 705 742-7777 x 2535 for templates. Artwork is to be designed at 1:25 scale at 300 dpi in all instances.

#### PARTIAL MURALS

Actual size: W X H	Art Size: W X H	Art Scale	Images at
20' x 10'	5' x 2.5'	1:25	300dpi

#### SUPER VINYL KINGS & HEADLINERS & FREE FORM MURALS

Actual size: W X H	Art Size: W X H	Art Scale	Images at
20' x 4.5'	5' x 13.5"	1:25	300dpi

#### ULTRA TAILS (FULL BUS BACK)

Actual size: W X H	Art Size: W X H	Art Scale	Images at
8' x 8'	2' x 2'	1:25	300dpi

#### SUPER TAILS

Actual size: W X H	Art Size: W X H	Art Scale	Images at
8' x 3.5'	2' x 10.5"	1:25	300dpi

#### SEVENTY POSTERS

Actual size: W X H	Art Size: W X H	Art Scale	Images at
70" x 21"	2' x 10.5"	1:25	300dpi

#### TRADITIONAL KING POSTERS

Actual size: W X H	Art Size: W X H	Art Scale	Images at
139' x 30'	34.75' x 7.5'	1:25	300dpi

#### INTERIOR POSTERS

Actual size: W X H	Art Size: W X H	Art Scale	Images at
35" x 11"	8.75" x 2.75"	1:25	300dpi
70" x 11"	17.5" x 5.5"	1:25	300dpi

