

Affordable and Effective: Reaching People on the Go



TRANSIT MEDIA KIT

Trolleys, Buses, Shelters, Benches... and More!

Take your brand's message to the streets and neighborhoods where people you want to reach live, work, shop, and play!



CONTACT AD SALES FOR MORE INFORMATION
228-896-8080 ext. 255 or adsales@coasttransit.com



CTA ADVERTISING

Reaching people on the go using trolleys, buses, shelters, benches... and more.



CTA's trolleys and buses are an effective and affordable way to reach hundreds of potential customers repeatedly, as well as hundreds of thousands of tourists visiting our beautiful gulf coast each year!

DID YOU KNOW? During peak season, 80% of all trolley riders, both Casino Hopper and Beachcomber, are visitors to the Gulf Coast.

- Increase exposure for your business leaving a lasting impression.
- Your company's message is repeated, attention-grabbing, constant, and effective.

DID YOU KNOW? 78% of consumers notice transit advertising each month.

- Connect with your target audience and explain what you do, in a memorable way.
- Buses, trolleys, shelters, and benches are a powerful way to drive customers to your door or website.

DID YOU KNOW? Transit advertising revenue goes directly into improving the quality of transportation in a region.



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HYBRID ELECTRIC BUSES



Hybrid Electric Buses are rolling billboards!

Reach a wide audience of all ages with an eye-popping, colorful, and creative message!

Hybrid Electric Buses travel along Hwy 49 and Pass Rd, within Biloxi and Gulfport.

	<u>3 MONTHS</u>	<u>6 MONTHS</u>	<u>12 MONTHS</u>
Hybrid Electric (35')			
Kong Poster 169" x 42.5"	\$500	\$475	\$450
King Kong Poster (Curb) 233" x 81"	\$600	\$575	\$550
King Kong Poster (Street) 286" x 81"	\$600	\$575	\$550
Rear Poster 59" x 23"	\$300	\$250	\$225

	<u>3 MONTHS</u>	<u>6 MONTHS</u>	<u>12 MONTHS</u>
Hybrid Electric (29')			
Kong Poster 108" x 42.5"	\$400	\$375	\$350
King Kong Poster (Curb) 160" x 81"	\$500	\$475	\$450
King Kong Poster (Street) 213" x 81"	\$500	\$475	\$450
Super King Kong Poster (Curb) 218" x 81"	\$800	\$775	\$750
Super King Kong Poster (Street) 306" x 81"	\$800	\$775	\$750
Rear Poster 59" x 23"	\$300	\$250	\$225

Adhesive-backed vinyl banners applied to bus



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TROLLEYS



Casino Hopper: Serves the casinos, attractions, and businesses on Hwy 90, Caillavet Street and Bayview Avenue on the Biloxi Loop.

Beachcomber: This beachfront route is popular with tourists and locals alike. The nostalgic replica trolleys travel along our beautiful Beach Boulevard, passing historic landmarks, museums, restaurants, hotels and entertainment venues.



	<u>6 MONTHS</u>	<u>12 MONTHS</u>
Street 115" x 25"	\$160	\$145
Curb 72" x 21"	\$120	\$105
Rear 24" x 24"	\$115	\$100

FIXED-ROUTE BUSES

Fixed-Route Buses: Service covers the cities of Gulfport, Biloxi, D'Iberville and Ocean Springs.
Travels the same schedule every day.

	<u>6 MONTHS</u>	<u>12 MONTHS</u>
D'Iberville/W. Gulfport		
Street 115" x 25"	\$135	\$125
Curb 72" x 21"	\$110	\$100
Rear 36" x 24"	\$105	\$95

	<u>6 MONTHS</u>	<u>12 MONTHS</u>
Ocean Springs		
Street 115" x 25"	\$160	\$145
Curb 72" x 21"	\$120	\$105
Rear 24" x 24"	\$115	\$100



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DEMAND RESPONSE BUSES

Demand Response Buses: Service covers Harrison, Hancock and Jackson counties. Transports senior citizens and disabled passengers from their homes to shopping, doctor appointments, dialysis, senior centers and more.

	<u>6 MONTHS</u>	<u>12 MONTHS</u>
Street 115" x 25"	\$110	\$100
Curb 72" x 21"	\$85	\$75
Rear 36" x 24"	\$80	\$70



Demand Response Buses travel throughout ALL three coastal counties!



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INTERIOR BUS ADVERTISING

Interior Banner Bus Ads: Reach a high volume of riders on a frequent basis. Creative interior bus banners, video, and rack cards attract attention to a captured audience.



	<u>3 MONTHS</u>	<u>6 MONTHS</u>	<u>12 MONTHS</u>
Banners			
Bus Only 24" x 11"	\$35	\$25	\$15
Bus Only 28" x 11"	\$40	\$30	\$20
Trolley or Bus 34" x 11"	\$45	\$35	\$25
Rack Cards			
4" x 9"	\$45	\$35	\$25



Video

Play your 3-minute commercial within a continuous loop on state-of-the-art interior video monitors!

CTA has two state-of-the-art video monitors mounted on trolleys and three video monitors on the hybrid buses due to the longer interior.

3-minute video \$100 per month (per bus or trolley)



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BUS SHELTER AND BENCH ADVERTISING

They work for you 24 hours a day, 7 days a week!

Located in high-visibility areas and reach hundreds of daily commuters, tourists, pedestrians, bicyclists, and bus riders! Available in Gulfport, Biloxi and D'Iberville.



BUS SHELTER

CTA's solar-powered backlight shelters have a 47.5" x 70" 2-sided panel to let your ad shine into the night for ultimate visibility.

\$100 per panel, per month

TRANSIT CENTER POSTERS (Biloxi & Gulfport Transit Centers)

36" x 24" or 24" x 36"
\$75 per month

BENCHES

72" x 22"
\$75 per bench, per month



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ADDITIONAL ADVERTISING INFORMATION

Contracts: You, the advertiser, are required to sign a contract for all placed ads, and will be billed monthly, (in advance). You will be issued a credit if your ad is out-of-service for more than 5 consecutive days due to bus repairs. Availability changes daily on a first-call, first-serve basis. We do not hold available ad space.

Advertising Rates: Rates quoted are for net space only and do not include production or shipping.

Production: You are responsible for having your artwork produced. CTA recommends 2 local companies, CTA will provide artwork specs (exact size and required material) for each ad space.

Artwork installation: CTA will install/maintain all advertising, except for any applied bus graphics, which are located on all Hybrid Electric buses (further details provided).

Political Advertising: Political ads must be paid-in-full at the time the contract is signed. CTA cannot reserve bus/bench space for a designated time frame.



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