

Advertising inside the bus

8.5" X 11"

6 months: \$420; 1 year: \$720

Inside signs should be laminated.



Other ad placement is over the seats on the **Red Line** and up front in the newer buses.

Interior advertising gives a consistent demographic, which includes riders that may not be exposed to other forms of advertisements.

Graphic Design



Shelter Cove Publishing will create your ad at no charge.

Visit sheltercovepublishing.com/graphic-design.html to see some examples of our work.

Contact Mim McConnell at 907-738-2888 or sheltercovepublishing@gmail.com to discuss your ad campaign and for questions about advertising on "the RIDE".

Printing

Outdoor ads can be printed locally at Harry's Specialty Services on Katlian Street (in the old Fleming Paint building). Call 907-738-4196 for more info.



High Visibility
Constant Repetition
Cost Effective

Sitka's "the RIDE" will carry your message at a fraction of the cost of other advertising mediums.

Bus routes are located along Sitka's population densities; giving the best assurance your advertisement will get noticed.



204 Katlian Street (Office)
456 Katlian Street (Mailing)
907-747-7290 (Office)
907-747-3770 (Fax)

Days of Operation
6:30am-7:30pm, Monday - Friday
except designated holidays



Routes
Blue - Sawmill Crk Rd; **Red** - Halibut Pt Rd
Green - Downtown/Japonski Island



Ridership
2010 - average was 175/day
Ridership expected to increase by 10% in 2012.

Passenger Entrance side of bus

(most seen by passengers)

Blue Line and Green Line: 60" X 20"

6 months: \$1,365; 1 year: \$2,265

Red Line: 72.5"x 30.5"

6 months: \$1,800; 1 year: \$3,100

Bus Driver side of bus

Blue Line and Green Line: 65" X 20"

6 months: \$1,610; 1 year: \$2,600

Red Line: 96.5" x 30.5"

6 months: \$2,065; 1 year: \$3,565

Back of bus

Red Line: 50.5" X 21.5"

6 months: \$1,390; 1 year: \$2,440



Red Line



Blue Line and Green Line



Blue Line and Green Line



Red Line



Red Line

The panel above is on the **Red Line** bus.

This is currently the only bus
with a back panel.

Two new buses on order will have
back panels available for advertising.