VALLEY REGIONAL TRANSIT

Media Kit
Valley Regional Transit is the Regional Public Transportation Authority (RPTA) for Ada County and Canyon County. Valley Regional Transit's mission is to leverage, develop, provide, and manage transportation resources and to coordinate the effective and efficient delivery of comprehensive transportation choices to the region's citizens.
The Treasure Valley is experiencing what every market hopes for: sustained growth. What’s remarkable about the area’s population expansion isn’t just the national recognition, like being ranked number one on Forbes' list of America's fastest-growing cities. No, the significance is the increasingly diverse population that's building a robust local economy filled with opportunity.

The combined population in Ada County and Canyon County started at 581,288 in 2010, but has since grown at a steady annual rate of 2.5 percent to a total 712,200 in 2019. In part due to its economic growth in technology, the population in Meridian has tripled in the past 20 years, according to COMPASS population estimates, and from 2017 to 2019 grew at an annual rate of 5.55 percent. Nearby Nampa doubled in population in the past 20 years to 102,030. Boise comprises 236,310 people and is a magnet for the business community, aiding in recruitment and retention of star talent in multiple age groups.

What’s the underlying reason for this rapid expansion in our neighborhoods and business community? Clean, safe, scenic living in a metropolitan area that combines the natural beauty of the state with a culturally diverse region.

WHY CHOOSE TRANSIT ADVERTISING?

Transit advertising is effective. It's non-intrusive. It engages an audience in a way that passively gathers their attention instead of directly interrupting their digital world, as is the case with many paid media tactics.

A 2019 out-of-home advertising study from Nielsen — with a statistical sample of 999 U.S. residents 16 or older — supports the significance of this medium in transit.

The study supports what we already know. Commuters aren't just noticing out of home advertising (OOH). They're engaging with it. On average, 81% of people who noticed a specific type of OOH advertising in the past month engaged with the messaging, and 40% of OOH media viewers are highly engaged with the ads, looking at the messages either all or most of the time.

Above link: oaaa.org/LinkClick.aspx?fileticket=P01t31eJMgs=&tabid=972&portalid=0&mid=1908
YOUR AD DOLLARS ARE CONNECTING A COMMUNITY.

Valley Regional Transit media functions as underwriting for the organization. It’s an opportunity to share your message and support a community of nearly 750,000 residents. The revenue generated from selling ad space supports community initiatives, connections, and programs.

We strive to connect more people to more places more often. Whether that's a programmer commuting to her shift or a senior citizen commuting to a medical appointment, the income from bus posters, shelters, wraps, etc. directly influence and improve the service provided to our local community.

The brands that engage with VRT on media placement are providing opportunities for a community that's building itself one commute at a time.
WHERE CAN WE TAKE YOU?

In Ada and Canyon County, there are 26 routes across VRT's bus fleet that connect Caldwell, Meridian, Nampa, Eagle, Garden City, Middleton, and Boise. Buses passing through these routes yield a remarkable number of impressions:

- Total per year: **95,929,719**
- Annual average per route: **3,689,604**
- Monthly average per route: **307,692**
By advertising with Valley Regional Transit, you’ll reach a wide audience. Their **household income is on average $57,954** and about **63 percent have attended some college or pursued further higher education**.
WHO WILL SEE YOUR MESSAGE?

By advertising with Valley Regional Transit, you'll reach a wide audience with a variety of interests.
There are many opportunities to make an impression on your target audience using transit advertising. From wraps to shelter displays, we can work with you to find the best solution for your advertising needs. Exterior bus advertising is available in full, half, and tail wraps. There are also curbside, streetside, and tail panels of various sizes. Transit shelters and bus stop benches provide a static location to engage an audience, and are available in various locations throughout the Treasure Valley. Interior bus advertising includes placement via posters, the ceiling, bulkheads, and flooring.

All wraps, panels, displays, and outdoor locations are billed in four tiers: one month, three months, six months, and twelve months. The more time you purchase, the lower the monthly cost. Note that there is a one-time production cost for print, installation, and removal, which will vary based on the product purchased.
PRODUCTS

TRANSIT WRAPS

We love creative advertising. If you have something else in mind, let's talk! Let us help you bring new ideas to life.
STREETSIDE PANELS
PRODUCTS

CURBSIDE PANELS

Queen

Empress

Queen Kong

Queen

Empress

Queen Kong
PRODUCTS

TRANSIT INTERIOR

Interior Poster (11” x 17")
Interior Poster (11” x 24”– 30")
Interior Ceiling

Interior Bulkhead
Interior Floor
PRODUCTS

OUT OF HOME

Bus Stop Benches
Transit Shelters
# 2020 Advertising Rates

**Boise, Nampa & Caldwell, Idaho**

Ada & Canyon Counties

<table>
<thead>
<tr>
<th>Product Warps</th>
<th>Product Names</th>
<th>Specifications</th>
<th>4 Weeks</th>
<th>12 Weeks</th>
<th>26 Weeks</th>
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<th>Production Charges</th>
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“Valley Regional Transit is a strategic and creative partner to Idaho Department of Health and Welfare as it develops outreach and branding campaigns for the community. They worked very hard to build consensus among all stakeholders. From bus wraps and panels to interior cards, advertising with VRT raised positive awareness of our work at Department of Health and Welfare and successfully communicated our messages to the public.”

Elizabeth Hoyt, Program Manager

Project Filter – Tobacco Prevention and Control Division of Public Health, IDAHO DEPARTMENT OF HEALTH AND WELFARE

“We view the opportunity to advertise with Valley Regional Transit as an important element of our outdoor media package. Our main goal is to increase awareness of CWI and build brand recognition throughout the community. We have worked with VRT for several years to deliver our message and help bring visibility to the career training and transfer opportunities CWI offers. Additionally, we are very pleased with the fact that our partnership with VRT supports our community and helps underwrite public transit in The Treasure Valley.”

Audrey Eldridge, Director of Marketing

College of Western Idaho

“When we’re looking to get our message out to baseball fans in Boise, we turn to Valley Regional Transit to help with the heavy lifting. Our graphics plus their mobility really bring a campaign to life.”

Leslie Cox, Director, Marketing and Communication

Root Sports NW
Advertising placed with Valley Regional Transit can be uniquely leveraged for a broad and impactful message across the Treasure Valley. The following best-practices should be considered as you begin planning your advertising campaign in order to take advantage of Valley Regional Transit’s unique platform.
1. LEVERAGE MULTIPLE TOUCH-POINTS.

With available advertising at bus shelters, bus stations, bus exteriors and interiors, Valley Regional Transit’s audience can encounter your advertising message at multiple points, improving its effectiveness and chance of being remembered.
Large text will always be read by your audience first, while smaller text will be deemed secondary. Try to avoid typefaces that are visually complex, like scripts, grunge and playful typefaces.
3. USE SHORT MESSAGING WITH A CLEAR CALL TO ACTION.

Since advertisements on Valley Regional Transit platforms are often viewed in motion, messaging should be concise and easy to comprehend with a clear call to action (CTA), or messaging with a clear direction to follow such as “learn more on our website” or “call us now.”
Your call to action should always be visible. Since bus wraps can be viewed from multiple angles, ensure your call to action is visible from each of those viewpoints.
Consider using a coupon code or QR code in addition to your CTA. Research shows that one third (33%) of smartphone users have accessed a coupon or discount after viewing an OOH ad, and 20% of smartphone users have used NFC, QR or SMS text technology to interact with an ad.
Advertisements placed with Valley Regional Transit are often physically large, and unlike billboards, can be viewed at close scrutiny. Low-quality images will likely be noticeable and will detract from the value of your brand.
OUR ADVERTISING POLICY.

Although we welcome advertising content from many industries, we do not accept advertising that promotes or depicts the sale, rental, use of, participation in, or images of products and services related to alcohol, tobacco, cannabis, or firearms. To be more specific:

**ALCOHOL**
Beer, wine, distilled spirits or any alcoholic beverage licensed and regulated under Idaho state law.

**TOBACCO**
Tobacco products, tobacco-related products, and products that simulate smoking or are modeled on the tobacco products, including but not limited to cigarettes, cigars, smokeless tobacco, electronic cigarettes, and vaping devices.

**FIREARMS**
Firearms, ammunition, or other firearms-related products.

**CANNABIS**
Cannabis, cannabis products, cannabis businesses, or cannabis services.

You can read the full advertising policy at this link: [http://valleymetrolink.org/media/2070/fleetmediaadvertisingpolicy.pdf](http://valleymetrolink.org/media/2070/fleetmediaadvertisingpolicy.pdf)
READY TO MAKE AN IMPACT?

Contact **Jason Russell** for additional information and next steps.

(208) 440-2515

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