



# Kalamazoo Metro Market Overview and Media Kit

# Why Transit?



## HIGHLY EFFECTIVE

Transit provides a variety of unmissable advertising sizes and opportunities either on the interior or exterior of the buses that present 'billboards-on-wheels' right at consumer eye-level

## COMPLETE COVERAGE

Transit captures attention where people live, shop, work and play. Visible in both downtown business centers and upscale suburbs, these displays provide local, regional and national advertisers a competitive advantage to other OOH formats

## REACH

With fragmented media sources competing for smaller and smaller audiences, transit advertising delivers some of the strongest CPM's in advertising and reaches consumers far more effectively than other media.

## FREQUENCY

Transit advertising targets your market all day: during the drive to work, walk to lunch and bike ride before dinner. Repeated viewing creates top-of-mind awareness and brand recognition in any media campaign.



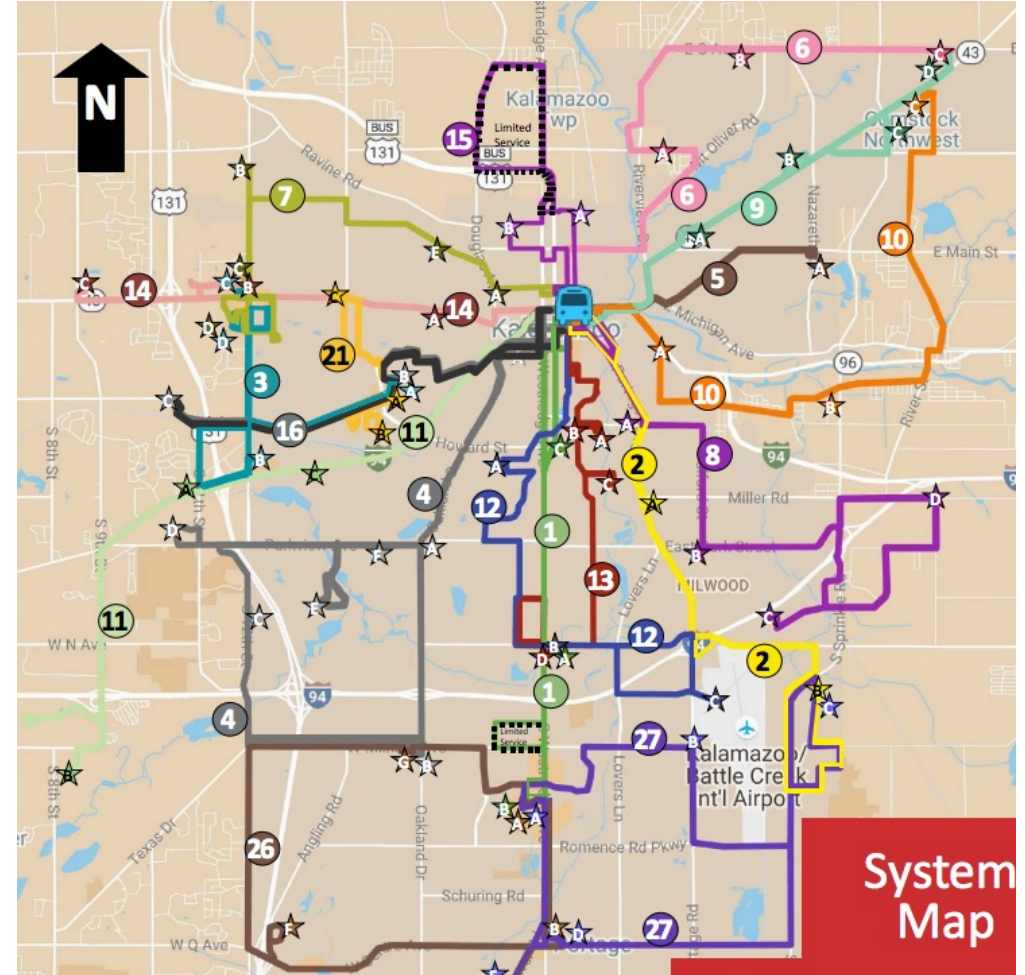
# Kalamazoo Metro Overview

Kalamazoo Metro operates throughout Kalamazoo County – focusing on fixed route coverage across Kalamazoo, Parchment, Portage, and other smaller townships

The 46 bus system, running on 21 regularly scheduled routes, provide over 2.6 million trips per year and travel throughout Western Michigan University, Kalamazoo Int'l Airport, Bronson Methodist Hospital, Ascension Borgess Hospital, Stryker Medical, Pfizer Pharmaceuticals, and other major employers around Kalamazoo.

### Fast Transit Facts:

- 2023 Ridership: Over 2.6MM riders per year
- Routes: 21 fixed routes with 5 exclusively targeting Western Michigan University and the rest providing coverage across both the downtown and suburban areas throughout the metro area



Pricing Rate Card

Driver Side Advertising

\*One period = 4 weeks



King Panels – Ads On Driver Side Of Bus

# of Units	3 Periods	6 Periods	13 Periods
1	\$450 Per Period	\$425 Per Period	\$400 Per Period

\$300 per bus king for production and installation



# Available Formats – Exterior Signage

\*One period = 4 weeks



**Queen Panels – Ads On Passenger Side Of Bus**

# of Units	3 Periods	6 Periods	13 Periods
1	\$425 Per Period	\$400 Per Period	\$375 Per Period

\$225 per queen panel for production and installation



## Pricing Rate Card

# Tail Advertising

\*One period = 4 weeks



### Tail Panels – Ad On The Back of Bus

# of Units	3 Periods	6 Periods	13 Periods
1	\$400 Per Period	\$375 Per Period	\$350 Per Period

\$200 per tail panel for production and installation

# Interior Advertising

\*One period = 4 weeks



Interior Cards – Ads Inside The Bus			
# of Units	3 Periods	6 Periods	13 Periods
40	\$800 Per Period	\$700 Per Period	\$600 Per Period

\$20 per interior card for production and installation





**Thank You!**