

## **GATRA bus advertising content guidelines:**

Advertising that contains/promotes the following is prohibited:

- 1) Alcohol or tobacco products
- 2) Illegal activity
- 3) Language that is obscene, vulgar, or profane
- 4) Images that actively denigrate a specific gender or ethnic group
- 5) Images that actively criticize public transportation

## **How do I get a sign made?**

Decide on your message. Keep your advertisement simple, short, and easy on the eyes. Remember, most consumers will only have a few seconds to look at your ad, so they need to be able to understand your message in that short time frame.

## **Create a design.**

Don't worry if you do not have a graphic designer on staff, because there are plenty of resources available for you to create a fantastic design for your advertisement. Creating Marketing Results, LLC has an excellent graphic design staff willing to help you with all your needs and desires. These services are not included in the price of sign production.

## **Choose a printer.**

\*These services are not included in the price of advertising. Design fee will vary depending on size of advertisement and extent of work needed. First design proof can be expected approximately seven business days after we receive all necessary materials from your business.

## **Gatra Advertising cannot be ignored.**



**For more information please call  
Sarah Parks, Client Coordinator, of  
Creating MarketingResults, LLC at 508-224-4044  
or email [sarah@creatingmarketingresults.com](mailto:sarah@creatingmarketingresults.com).**

# **Introducing**

# **GATRA TRANSIT Advertising**

**WAREHAM • ONSET • BOURNE  
PLYMOUTH • KINGSTON  
MARSHFIELD • DUXBURY**



## Why is GATRA advertising effective?

GATRA advertising reaches a wide audience. One bus can be seen by hundreds, even thousands of eyes from all walks of life. An advertisement on the bus captures the attention of drivers, passengers, bicyclists, and pedestrians. GATRA advertising can reach all demographics, unlike more targeted forms of advertising.



## Repetition.

GATRA has multiple lines in many communities. Your ad will have the potential to be seen by one person multiple times in a day. Research has proven that the average consumer has to see your product or service advertised 9 times before they feel any inclination to purchase it. Repetition is key in any successful advertising campaign.

GATRA advertising cannot be ignored. Whether the consumer is sitting in traffic or just walking by, your ad will be seen. Unlike television and radio, GATRA advertising cannot be turned off or thrown aside like a newspaper or magazine. For what other form of advertising is this true???

## Why advertise with GATRA?

Advertising with GATRA is a very affordable option. Chances are it costs less than television, radio, and newspaper. With GATRA, your business will get the full bang for its buck!!!



GATRA advertising supports the communities we serve. By advertising with GATRA, you're showing that you support a valuable community resource and are aware of the benefits of public transportation for the environment.

## GATRA Advertising Pricing Packages

### Package 1, 2 & 3:

	3 months	6 months (10% Discount)	9 months (15% Discount)	12 months (25% Discount)
<b>OPTIONS</b>				
<b>Side 1</b>	<b>\$1,800.00</b>	<b>\$3,240.00</b>	<b>\$4,590.00</b>	<b>\$5,400.00</b>
<b>Side 2 (10% Discount)</b>	<b>\$2,400.00</b>	<b>\$4,320.00</b>	<b>\$6,120.00</b>	<b>\$7,200.00</b>
<b>Back</b>	<b>\$1,800.00</b>	<b>\$3,240.00</b>	<b>\$4,590.00</b>	<b>\$5,400.00</b>
<b>Full Bus (25% Discount)</b>	<b>\$4,050.00</b>	<b>\$7,290.00</b>	<b>\$10,935.00</b>	<b>\$14,580.00</b>
<b>Double Sides (2x size of normal Side)</b>	<b>\$2,700.00</b>	<b>\$4,860.00</b>	<b>\$7,290.00</b>	<b>\$9,720.00</b>

\*Sign 6-month contract and receive 1-month web badge on [www.gatra.org](http://www.gatra.org)

\*Web badge dimensions: 300x300/72 dpi

\*Figures do not include average of one maintenance day per month.

\* Prices are negotiable

### Just a few perks of advertising with GATRA...

- One GATRA bus travels an average of 200 miles a day and operates 6 days a week.
- One route can cover up to 6,000 miles in a month! You get to choose which route(s) you would like to advertise on, thus allowing you to decide exactly which towns you would prefer to promote your business to.
- If you choose to advertise on multiple routes, besides a discount on the price, you will also receive exposure in areas you never could have imagined.

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