



Worcester Regional Transit Authority

www.therta.com

Improve the results of your advertising campaign. Get onboard with the WRTA!

Today, there are more reasons than ever to consider adding transit advertising with the WRTA to your marketing plan. The WRTA offers advertisers the opportunity to be highly visible throughout the city of Worcester and surrounding communities.

WRTA Paratransit Service reaches the elderly and disabled in 35 cities and towns in Central Massachusetts.

What is Paratransit Service?

ADA Complementary Paratransit Service is for individuals with a disability that prevents them from using the accessible fixed route bus.

ADA riders can travel anywhere within Worcester and along 3/4 mile corridors surrounding each WRTA bus route outside the city.

If a rider requires a Personal Care Attendant (PCA), that person rides for free. Riders may also bring one traveling companion who must have the same pickup and drop off location as the paratransit rider. A companion pays the same fare as the paratransit traveler.

Other Services Available:

Elder Medical: access to medical appointments only for Worcester residents age 60 and older.

Elder Shopper: access to a predetermined store location and day of the week only for Worcester residents age 60 and older

Benefits of Paratransit Advertising

- ***Put your ad on our “moving billboards” at a fraction of the cost of other mediums. Your ads will get noticed on our vans!***
- The WRTA Paratransit Service provides you with an opportunity to reach your target audience (***both consumers and caregivers***) with greater frequency than traditional mediums and your message is seen by more people, more often than with any other type of advertising.
- ***Transit advertising is less expensive than billboards, radio, newspapers, magazines, and television.***
- WRTA advertising delivers your message constantly. ***Your ad is seen non-stop for over 8 hours a day, seven days per week.*** It's a great way to reinforce your overall advertising campaign and build brand recognition within Worcester County.

To find out how you can benefit from advertising with the WRTA, please call Michelle Panagian at (508) 616-9900 (x118) or email Michelle at mpanagian@pentamarketing.com.



2008 Van Advertising RATE CARD

FULL VAN WRAP

<u>No. of Units</u>	<u>1-5 Month Rate</u>	<u>6-11 Month Rate</u>	<u>12 Month Rate</u>
All Vans (65)	\$58,500/month	\$55,250/month	\$52,000/month
Half of All Vans (33)	\$29,700/month	\$28,050/month	\$26,400/month
Unit (1)	\$900/month	\$850/month	\$800/month

Large VAN KING 144" wide x 22" high (11 in inventory)

<u>No. of Units</u>	<u>1-5 Month Rate</u>	<u>6-11 Month Rate</u>	<u>12 Month Rate</u>
All Large Kings (11)	\$2,200/month	\$1,980/month	\$1,760/month
Half of All Large Kings (6)	\$1,200/month	\$1,080/month	\$960/month
Unit (1)	\$200/month	\$180/month	\$160/month

Medium VAN KING 140" wide x 12" high (4 in inventory)

<u>No. of Units</u>	<u>1-5 Month Rate</u>	<u>6-11 Month Rate</u>	<u>12 Month Rate</u>
All Medium Kings (4)	\$760/month	\$720/month	\$680/month
Half of All Medium Kings (2)	\$380/month	\$360/month	\$340/month
Unit (1)	\$190/month	\$180/month	\$170/month

Small VAN KING 108" wide x 18" high (50 in inventory)

<u>No. of Units</u>	<u>1-5 Month Rate</u>	<u>6-11 Month Rate</u>	<u>12 Month Rate</u>
All Small Kings (50)	\$9,000/month	\$8,000/month	\$7,000/month
Half of All Small Kings (25)	\$4,500/month	\$4,000/month	\$3,500/month
Unit (1)	\$180/month	\$160/month	\$140/month

Large VAN QUEEN 120" wide x 22" high (11 in inventory)

<u>No. of Units</u>	<u>1-5 Month Rate</u>	<u>6-11 Month Rate</u>	<u>12 Month Rate</u>
All Large Queens (11)	\$2,090/month	\$1,870/month	\$1,650/month
Half of Large Queens (6)	\$1,140/month	\$1,020/month	\$900/month
Unit (1)	\$190/month	\$170/month	\$150/month

Medium VAN QUEEN 90" wide x 12" high (4 in inventory)

<u>No. of Units</u>	<u>1-5 Month Rate</u>	<u>6-11 Month Rate</u>	<u>12 Month Rate</u>
All Large Queens (4)	\$720/month	\$680/month	\$640/month
Half of Large Queens (2)	\$360/month	\$340/month	\$320/month
Unit (1)	\$180/month	\$170/month	\$160/month

Small VAN QUEEN 60" wide x 18" high (50 in inventory)

<u>No. of Units</u>	<u>1-5 Month Rate</u>	<u>6-11 Month Rate</u>	<u>12 Month Rate</u>
All Small Queens (50)	\$8,500/month	\$7,500/month	\$6,500/month
Half of Small Queens (25)	\$4,250/month	\$3,750/month	\$3,250/month
Unit (1)	\$170/month	\$150/month	\$130/month

**Maximize your advertising dollars.
Get onboard with the WRTA!**

WRTA Paratransit Van Ad Spaces Available...



Large King Van Ad (144" x 22")



Large Queen Van Ad (120" x 22")



Medium King Van Ad (140" x 12")



Medium Queen Van Ad (90" x 12")



Small King Van Ad (108" x 18")



Small Queen Van Ad (60" x 18")

**Reserve your ad space now! Call Michelle Panagian at (508) 616-9900 (x118)
or email mpanagian@pentamarketing.com.**