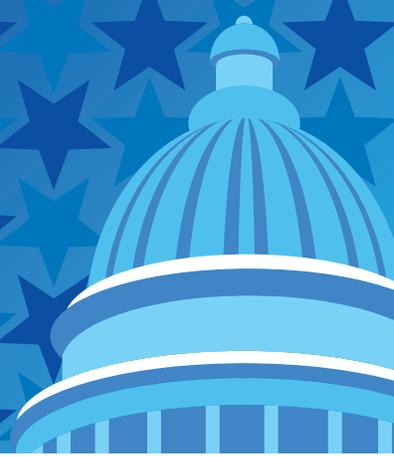


Running for Office?



Maximize Your Outreach with Transit Advertising

The Worcester Regional Transit Authority is pleased to offer political candidates the opportunity to convey their message to the public with bus advertising. WRTA buses travel throughout Worcester and the surrounding communities. Leverage the power of transit advertising for your campaign while capitalizing on the heightened visibility and increased impact of your media message on buses that change routes daily.

Political Advertising Procedure:

- ★ All political advertising requests must be made through the WRTA website with the online form provided.
- ★ Click the online form and submit your request. A representative will contact you to reserve your space.
- ★ Ads are sold on a first-come, first-serve basis.
- ★ Political candidates can reserve up to 1/3 of all available space.
- ★ A 5% discount is offered by the WRTA if a candidate purchases 1/3 of the available advertising space.
- ★ Ad content must be approved by the WRTA advisory board.
- ★ All ads must contain the following disclaimer: "This is a paid advertisement and does not necessarily express the views or opinions of the WRTA".



WRTA Political Advertising FAQs



Who will design my ad?

WRTA Bus Advertisers are required to produce their own ad creative, and submit their ad designs to the WRTA for review by the Advisory Board before moving ahead to production.

All WRTA Political Advertising must contain the following statement:

“This is a paid advertisement and does not necessarily express the views or opinions of the WRTA.”

WRTA Bus Advertisers are required to work with a professional printing vendor to produce ad signage according to the WRTA’s material specifications and have it delivered to the WRTA for installation.

How do I pay for my ad?

The WRTA will generate a monthly invoice for WRTA Bus Advertising after a month’s time has been completed, and this invoice will be sent to the address noted on the WRTA Bus Advertising contract for payment. Payment is due to the WRTA upon receipt.

How long will my ad run?

WRTA Bus Advertising is sold monthly on first-come, first-served basis. All WRTA Bus Advertising campaigns start on either the 1st or the 15th of the month.

Please indicate on your WRTA Bus Advertising contract if you wish to pick up your ad signage at the end of your campaign (within 7 days of campaign end date), or if you would prefer for the WRTA to discard it for you.

Will the bus with my ad run on the same route everyday?

The WRTA’s buses each travel a different route each day, which means WRTA Bus Advertisers cannot choose on which routes their bus ads will travel each day.

By traveling system wide, the reach and exposure of each WRTA Bus Advertising campaign can be stretched throughout the WRTA’s 23 fixed routes, which travel within the City of Worcester and its 10 surrounding communities.

