



## 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 ADS CAN REACH OVER 500,000 PEOPLE EVERY SINGLE DAY!

- Put your ad on our “moving billboards” at a fraction of the cost of other media. Your ads get noticed on our buses, which is why we have so many repeat advertisers. The WRTA provides you with an opportunity to reach your target audience with greater frequency than traditional media. Your message is seen by more people, more often than with any other type of advertising.
- WRTA advertising delivers your message when people are out of the office or the house – even while they’re listening to the radio. Your ad is seen non-stop by people over 12 hours a day, seven days per week.
- Transit advertising is less expensive per month than billboards, radio, newspapers, magazines, and television.
- With Interior Card ads, you can reach a captive audience of WRTA passengers who spend an average of almost 20 minutes on the bus!
- When thinking about the most effective ways to invest your advertising dollars, think about the WRTA – eye-catching ads on our buses are seen by hundreds of thousands of people each week. It’s a great way to reinforce your overall advertising campaign and build brand recognition within Worcester County.
- Wrap a bus! Premium bus wraps command a truly dynamic presence on the road and in traffic. Be the only exterior advertiser on “your bus,” and cover the entire vehicle (minus the windows) with your message.

TO FIND OUT HOW YOU CAN BENEFIT FROM ADVERTISING WITH THE WRTA, PLEASE CALL MEAGHAN LYVER AT 508-453-3459 OR EMAIL [MLYVER@THERTA.COM](mailto:MLYVER@THERTA.COM)



[WWW.THERTA.COM](http://WWW.THERTA.COM)

# DID YOU KNOW...

## TRANSIT ADVERTISING REACHES MORE PEOPLE, PER DOLLAR, THAN ANY OTHER MEDIUM.

There are over 500,000 people in the WRTA's service delivery area, and approximately 180,000 in Worcester alone.

WRTA buses carry, on an average weekday, more than 14,000 people per day. Surveys of WRTA passengers indicate that:

- **57%** use the WRTA **5 times a week or more**
- **53%** use the WRTA to **travel to work**
- **17%** use the WRTA to **travel to school**
- **30%** use the WRTA to get to **medical appointments, shopping, etc.**

## A CLOSER LOOK AT ADVERTISING WITH THE WRTA

### COVERAGE

The Worcester Regional Transit Authority (WRTA) service area includes **over half a million in population** and is the second largest regional transit authority in Massachusetts, **servicing 37 communities**.

The WRTA maintains a fleet of **52 buses** which service **28 fixed routes in Worcester and 12 of the surrounding communities**.

The WRTA also provides **paratransit service** for the **elderly and disabled** in the region, in addition to a variety of special services for elderly and disabled residents in the entire service area.

### AREAS SERVED BY FIXED ROUTE INCLUDE:

AUBURN | BROOKFIELD | CHARLTON | EAST BROOKFIELD  
LEICESTER | MILLBURY | OXFORD | SHREWSBURY  
SOUTHBRIDGE | SPENCER | WEBSTER  
WEST BOYLSTON | WORCESTER

**EACH WRTA BUS TRAVELS A DIFFERENT ROUTE EVERY DAY,  
STRETCHING YOUR ADVERTISING REACH THROUGHOUT THE  
COMMUNITIES THE WRTA SERVES.**



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# EXCELLENT ADVERTISING VALUE STRETCH YOUR BUDGET – MAXIMIZE YOUR EXPOSURE!

## DID YOU KNOW THAT BUS WRAPS ARE A GREAT ADVERTISING INVESTMENT?

For the cost of one Full Page, B&W Print Business Journal ad (i.e., a Weekly Business Journal in Worcester County) for ONE YEAR, you could purchase 3 Bus Wraps for ONE YEAR (in full color!)



## CHECK OUT THESE MEDIA BUY COMPARISONS, AND SEE HOW FAR YOUR DOLLAR WILL DRIVE YOUR SALES WITH THE WRTA.

### PRINT MEDIA

For the cost of one full page, full color ad in a glossy magazine (i.e. a Bi-Monthly Magazine in Worcester County), **you could afford 10 King ad spaces AND 8 Interior Card ad spaces for one month.**

• For the cost of one full page, full color ad in a Business Journal (i.e. a Weekly Business Journal in Worcester County), **you could purchase 14 King ad spaces AND 7 Interior Card ad spaces for one month.**

• For the cost of one full page, full color Newspaper ad (i.e. in a Daily Newspaper in Worcester County), **you could afford 45 King ad spaces (almost the whole fleet!) AND 3 Interior Card ad spaces for one month.**

### OUTDOOR MEDIA

• For the cost of one Outdoor Poster (12' x 25') (i.e. through a National Outdoor Advertising Company in the Boston DMA\*), **you could afford 6 King ad spaces for one month.**

• For the cost of one Outdoor Bulletin (14' x 48') (i.e. through a National Outdoor Advertising Company in the Boston DMA\*), **you could purchase 24 King ad spaces (more than half the fleet!) for one month.**



### BROADCAST MEDIA

• For the cost of one 30 second Radio Commercial (i.e. on a Sports AM station in the Boston DMA\*), **you could purchase 2 Interior Card ad spaces for one month.**

• For the cost of one 30 second TV Commercial (i.e. on a Local TV station in the Boston DMA\*), **you could purchase 3 King ad spaces for one month.**

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