Driving your message further.

# Bus **ADVERTISING** with **Mountain Line**

Bus advertising is recognized as one of the most effective forms of outdoor advertising. Used by both local and national advertisers, bus advertising can be tailored to fit almost any budget.

## Why Advertise on Buses?

Buses are moving billboards – circulating in the busiest areas of the city. Bus advertising offers exposure to local commuters, drivers and pedestrians. These 'moving billboards' are typically displayed on the exterior of the bus and come in a variety of sizes, and high-impact formats to reach your audience. Buses go, where people go!

## Continuous Exposure:

Bus ads move throughout residential and core business areas, delivering your message throughout the marketplace all day, every day. This continuity builds familiarity with your brand (Branding), so customers will think of you when making purchasing decisions. Bus ads are great for branding campaigns (which typically run for at least one year), as they are seen by pedestrians and vehicular traffic from multiple directions.

Receive exposure where other out-of-home advertising may be prohibited – ***There are no billboards, or bus stop advertising in the city of Flagstaff.***

2021

MEDIA*KIT*

**Contact us:** Mountain Line | 3773 N. Kaspar Drive | Flagstaff, AZ 86004
928.779.6624 | mountainline.az.gov | jlenners@mountainline.az.gov

A simple guide to advertising on Mountain Line vehicles

# 1 Pick your TARGET MARKET

Ridership averages more than 107,000 riders per month on **Mountain Line** and more than 105,000 on **Route 10** (when Northern Arizona University in session).*

## Flagstaff at a glance

- 2019 Census population – 75,939
- Median household income – $55,997

## Commercial Sectors

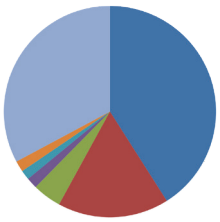
Some of the larger employers in Flagstaff are Northern Arizona University, Flagstaff Medical Center, W.L. Gore & Associates, United States Geological Survey, and the City of Flagstaff.

Tourism is a large contributor to the economy, as the city receives more than 4.6 million visitors per year. Grand Canyon National Park South Rim is only 75 miles from Flagstaff.

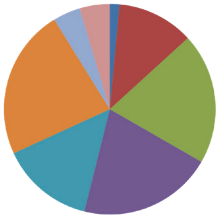
## Northern Arizona University Flagstaff Campus

- Fall 2020 enrollment – 21,495

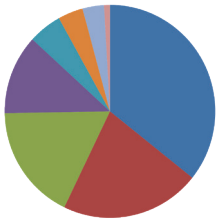
## Ridership Demographics



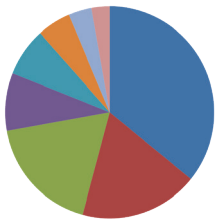
**Annual Household Income**
- Under $20,000 (42.3%)
- $20,000 - $39,999 (12.2%)
- $40,000 - $59,999 (4.4%)
- $60,000 - $74,999 (1.9%)
- $75,000 - $99,999 (1.6%)
- $100,000+ (1.8%)
- DK/No Response (35.9%)



**Age in Years**
- Under 18 (4.9%)
- 19 - 24 (51.7%)
- 25 - 34 (15.6%)
- 35 - 44 (5.7%)
- 45 - 64 (10.4%)
- 65+ (2.2%)
- No Response (9.5%)



**Employment Status**
- Full Time (22.1%)
- Part Time (23.7%)
- Full Time Student (47.7%)
- Unemployed (5.9%)
- Retired (2.1%)
- Disabled, Not Employed (2.4%)
- Part Time Student (4.3%)
- Stay at Home Parent (1.3%)



**Trip Purpose**
- Work (28.5%)
- Shopping (6.3%)
- Leisure (7.8%)
- Other (2.3%)
- College or Vocational School (46.8%)
- Middle or High School (4.3%)
- Medical (1.7%)
- Social Services (2.2%)

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*Pre-COVID

# Routes through Flagstaff, AZ

## LEGEND

- Route 2
- Route 2 Deviation
- Route 3
- Route 3 Deviation
- Route 4
- Route 5
- Route 7
- Route 8
- Route 10
- Route 10a
- Route 14
- Route 66
- Route Direction
- Bus Stop
- Connection Center
- School
- Public Library
- Pass Sales Outlet
- Government Building
- Point of Interest
- Park
- Medical Center

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# 2 Pick your **BUS** and **AD PLACEMENT LOCATION**

**Mountain Line** is the transit agency in **northern Arizona** operating fixed route bus service on nine routes, paratransit service, vanpool, and seasonal **Mountain Express** service to Arizona Snowbowl. These vehicles offer some of the most visable and diverse advertising opportunities in the community.

## MOUNTAIN LINE Standard Bus

23-buses; 9-fixed routes; 16-hours per day. Services **Flagstaff's main corridors, business areas, Northern Arizona University campus, neighborhoods, and schools.**

*Note: We cannot guarantee any advertiser a specific route or bus – all buses run different routes each day.*

## MOUNTAIN LINE - Articulated Bus

6 buses; The articulated buses are twice the size of a regular bus, and bend like an accordion in the middle. These buses primarily run on **Route 10 (free for NAU students)** from August - May, serving the Woodlands Village area, Northern Arizona University campus, and downtown Flagstaff. During the summer months, the articulated buses can be used on other routes and at special events.

## MOUNTAIN LINE Paratransit

8 vans. Mountain Line paratransit service is for persons with disabilities who are unable to use the fixed route bus services. This is origin-to-destination service, so these vans are on the main roads and in residential neighborhoods.

*Note: Paratransit vehicles do not run a specific route. They are used for on-demand response service.*

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Reserve your space today!

# **Mountain Line** Standard Bus

23-buses; 9-fixed routes; 16-hours per day. Services **Flagstaff's main corridors, business areas, Northern Arizona University campus, neighborhoods, and schools.**

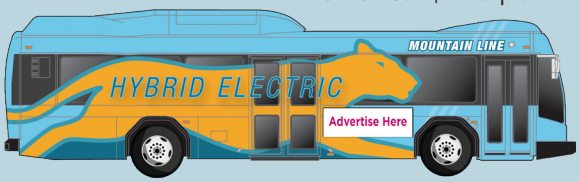
*Note: We cannot guarantee any advertiser a specific route or bus – all buses run different routes each day.*

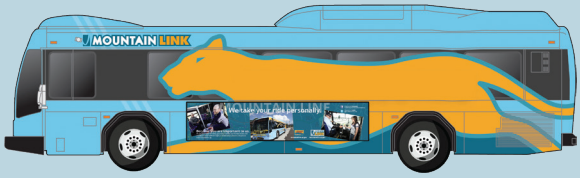
**Exterior Advertising:** Each bus has one Tail ad, one Modified Queen ad, and one King ad.

**TAIL (rear of bus):**
Ad space size: 44" w x 21" h
Impressions/Views: Range of 7,000 to 9,000 per ad per day.

**1-2 months:** $265 per mo.
**3-5 months:** $250 per mo.
**6-11 months:** $235 per mo.
**12+ months:** $220 per mo.

*Rates based on ONE (1) bus. Contact us for rates on multiple location and multiple bus advertising. Consecutive month buys required for multi-month discounts.*




**Modified QUEEN (curbside of bus):**
Size: 66" w x 28" h
Impressions/Views: Range of 6,000 to 8,000 per ad per day.

**1-2 months:** $265 per mo.
**3-5 months:** $250 per mo.
**6-11 months:** $235 per mo.
**12+ months:** $220 per mo.

**KING (street-side of bus):**
Size: 144" w x 28" h
Impressions/Views: Range of 6,000 to 8,000 per ad per day.

**1-2 months:** $265 per mo.
**3-5 months:** $250 per mo.
**6-11 months:** $235 per mo.
**12+ months:** $220 per mo.

**Interior Advertising:** Each bus features "Header" space, which is visible to passengers sitting on the bus. A cost-effective way to reach this valuable captive audience. Ad space is 17" w X 11" h.

**Mountain Line Interior:**
23 buses, 8-route coverage (one printed sign per bus)

*Rates are per month.*

| | 1-2 mo. | 3-5 mo. | 6-11 mo. | 12+ mo. |
|---|---|---|---|---|
| Interior | $365 | $340 | $315 | $290 |

**Non-profit rate:** 50% discount on all interior advertising.

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# **Mountain Line** Articulated Bus

The articulated buses are twice the size of a regular bus, and bend like an accordion in the middle. These buses primarily run on **Route 10** from August - May, serving the Woodlands Village area, Northern Arizona University campus, and downtown Flagstaff. During the summer months, the articulated buses can be used on other routes and at special events.

**Exterior Advertising:** This bus has one Tail ad, one Standard ad, and two King ads.

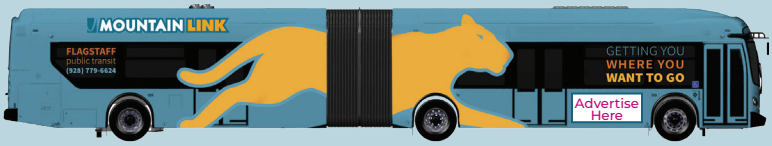
**TAIL (rear of bus):**
Ad space size: 44" w x 21" h
Impressions/Views: Range of 7,000 to 9,000 per ad per day.

**1-2 months:** $315 per mo.
**3-5 months:** $295 per mo.
**6-9 months:** $275 per mo.

*Contact us for rates on multiple location advertising. Consecutive month buys required for multi-month discounts.*

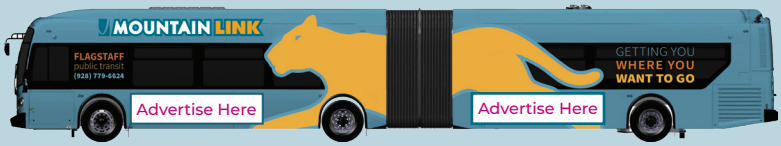
*Mountain Line articulated buses are primarily active when NAU is in session (late Aug. - early May), although they may be used on other routes and at special events. The maximum contract available for these vehicles is nine months, and we will permit any nine-month advertisers to remain on the bus for the full 12 months.*

**STANDARD (curbside of bus):** Size: 44" w x 21" h
Impressions/Views: Range of 6,000 to 8,000 per ad per day.




**1-2 months:** $315 per mo.
**3-5 months:** $295 per mo.
**6-9 months:** $275 per mo.

**KING (street-side of bus):** Size: 144" w x 28" h
Impressions/Views: Range of 6,000 to 8,000 per ad per day.




**1-2 months:** $315 per mo.
**3-5 months:** $295 per mo.
**6-9 months:** $275 per mo.

**Interior Advertising:** Each bus features "Header" space, which is visible to passengers sitting on the bus. A cost-effective way to reach this valuable captive audience. Ad space is 17" w X 11" h.

**Mountain Line Articulated Bus Interior:**
6 buses, Route 10
(one printed sign per bus)

*Rates are per month.*

| | 1-2 mo. | 3-5 mo. | 6-11 mo. | 12+ mo. |
|---|---|---|---|---|
| Interior | $300 | $270 | $240 | $210 |

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# **Mountain Line** Paratransit Service

8 vans. Mountain Line paratransit service is for persons with disabilities who are unable to use the fixed route bus services. This is origin-to-destination service, so these vans are on the main roads and in residential neighborhoods. This is origin-to-destination service, so these vans are on the main roads and in residential neighborhoods.

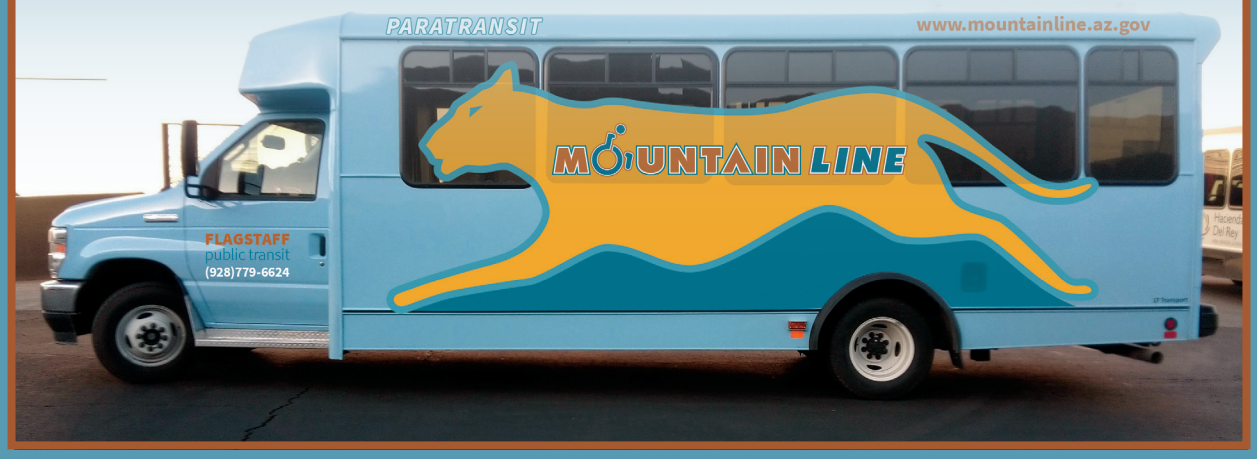
*Note: Paratransit vehicles do not run a specific route. They are used for on-demand response service.*

**Exterior Advertising:** These vans have one Tail ad.

**TAIL (rear of Van):**
Ad space size: 44" w x 21" h
Impressions/Views: Range of 7,000 to 9,000 per ad per day.

**1-2 months:** $127 per mo.
**3-5 months:** $120 per mo.
**6-11 months:** $113 per mo.
**12+ months:** $106 per mo.

*Rates based on ONE (1) bus. Contact us for rates on multiple location and multiple bus advertising. Consecutive month buys required for multi-month discounts.*

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# 3 Create your **message** and produce your **advertisement**

Ad design advice – **keep it simple.**
Some people will be reading your advertisement from a distance.

- Use as few words as necessary – short and to the point.
- Make sure to use large type.
- Avoid script or flowery type.
- Have a strong and visible call to action – website, phone number, etc.

## EXTERIOR ADS

### MATERIAL

Avery HP MPI 2121 Transit Vinyl with Avery DOL 2080 Matte overlaminate. Full-color/full-bleed, printed vinyl graphics with an additional matte UV protective overlaminate. Weatherproof and waterproof UV inks must be used. Finished advertisement vinyl is applied directly to the side of the bus.

### FILE SPECIFICATIONS:

300 dpi, CMYK, all fonts should be outlined before converting file to print ready file. PDF and EPS file preferred. All production files should be submitted directly to the printer.

### TAIL OR STANDARD SIZE:

Finished size: 44" w x 21" h live area; 41" w x 19.25" h (keep all type and logos within this area.

### MODIFIED QUEEN:

Finished size: 66" x 28." Live area: 64" x 26." Area outside the live area needs to be a 1" wide white border to provide contrast between your advertisement graphics and the graphics on the side of the bus.

### KING:

Finished size: 144" x 28." Live area: 142" x 26." Area outside the live area needs to be a 1" wide white border to provide contrast between your advertisement graphics and the graphics on the side of the bus.

*Note: Exterior ad signs will be posted on buses by the start of the contract period. Artwork must be received and approved 5 days prior to the start of the contract period.*

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## INTERIOR ADS

### Header

Material – Full-color inkjet print on 10 mil. gloss heavy paper with UV inks and 3 mil. matte over-laminate. Each trimmed to size.

Trim size: 17” w x 11” h
Live area: 16” w x 10” h
(keep all type and logos within this area)

*Note: Header ads will be posted on buses by the start of the contract period. Artwork must be received and approved 5 days prior to the start of the contract period.*

Weekly ad change-outs or other custom servicing – may incur an additional fee.

Send your finished signs to Mountain Line (address below). Finished artwork must be received by Mountain Line five days prior to the start of the contract period.

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