

Driving your message further.

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

In a city where billboards and bus stop advertising aren't an option, bus advertising with Mountain Line delivers unmatched visibility.

Bus advertising is one of the most powerful forms of outdoor media - trusted by national brands and local businesses alike to drive awareness and results. Flexible formats and scalable pricing make it easy to launch a campaign that fits your goals and budget.

## Why Advertise with Mountain Line?

Buses are high-impact, moving billboards - traveling through Flagstaff's busiest streets, commercial districts, and neighborhoods every day. Your message isn't stuck in one location - it goes directly to your audience, reaching commuters, drivers, and pedestrians wherever they are. With bold exterior formats in a range of sizes, bus ads command attention from multiple angles, maximizing impressions and visibility.

## Continuous Exposure

Your brand works all day, every day. Bus ads move continuously throughout the city, delivering repeated exposure across key corridors and community hotspots. This frequency builds recognition, reinforces your message, and keeps your business top of mind when it matters most. For brands looking to make a lasting impact, bus advertising is ideal for sustained campaigns that drive long-term awareness and recall.

## Own the Space in Flagstaff

With no competing billboards or bus stop ads, your message stands out even more. Bus advertising isn't just an option in Flagstaff - it's the dominant outdoor medium, offering a rare opportunity to capture attention across the entire market.



2026

**MEDIAKIT**

Contact us: Mountain Line | 216 W. Phoenix Ave. | Flagstaff, AZ 86001  
928.779.6624 | [mountainline.az.gov](http://mountainline.az.gov) | [jlenners@mountainline.az.gov](mailto:jlenners@mountainline.az.gov)

# A simple guide to advertising on Mountain Line vehicles

## 1 Pick your TARGET MARKET

Ridership averages more than 88,000 riders per month on **Mountain Line** and more than 86,000 on **Route 10** (when Northern Arizona University is in session).

### Flagstaff at a glance

- 2024 Census population – 77,539
- Median household income – \$71,512

### 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.

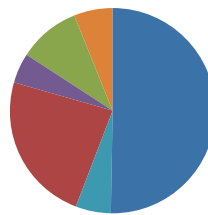
Tourism is a large contributor to the economy, as the city receives more than 4.6 million visitors per year. Grand Canyon National Park South Rim is only 75 miles from Flagstaff.

### Northern Arizona University Flagstaff Campus

- Spring 2025 enrollment – 19,453

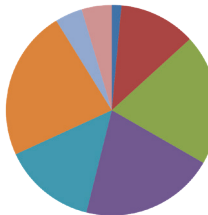


### Ridership Demographics



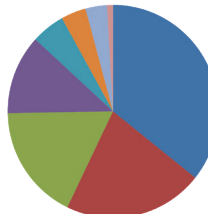
#### Annual Household Income

- Under \$20,000 (50.6%)
- \$20,000 - \$39,999 (23.7%)
- \$40,000 - \$59,999 (9.6%)
- \$60,000 - \$74,999 (6.0%)
- \$75,000 - \$99,999 (4.8%)
- \$100,000+ (5.4%)



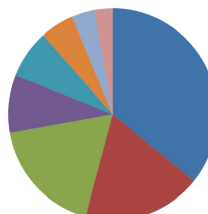
#### Age in Years

- Under 18 (8.8%)
- 19 - 24 (30.4%)
- 25 - 34 (20.3%)
- 35 - 44 (13.3%)
- 45 - 64 (17.1%)
- 65+ (10.1%)
- No Response (13%)



#### Employment Status

- Full Time (29.5%)
- Part Time (20.1%)
- Full Time Student (24.4%)
- Unemployed (8.6%)
- Retired (8.1%)
- Disabled, Not Employed (5.2%)
- Part Time Student (6.2%)
- Stay at Home Parent (2.4%)

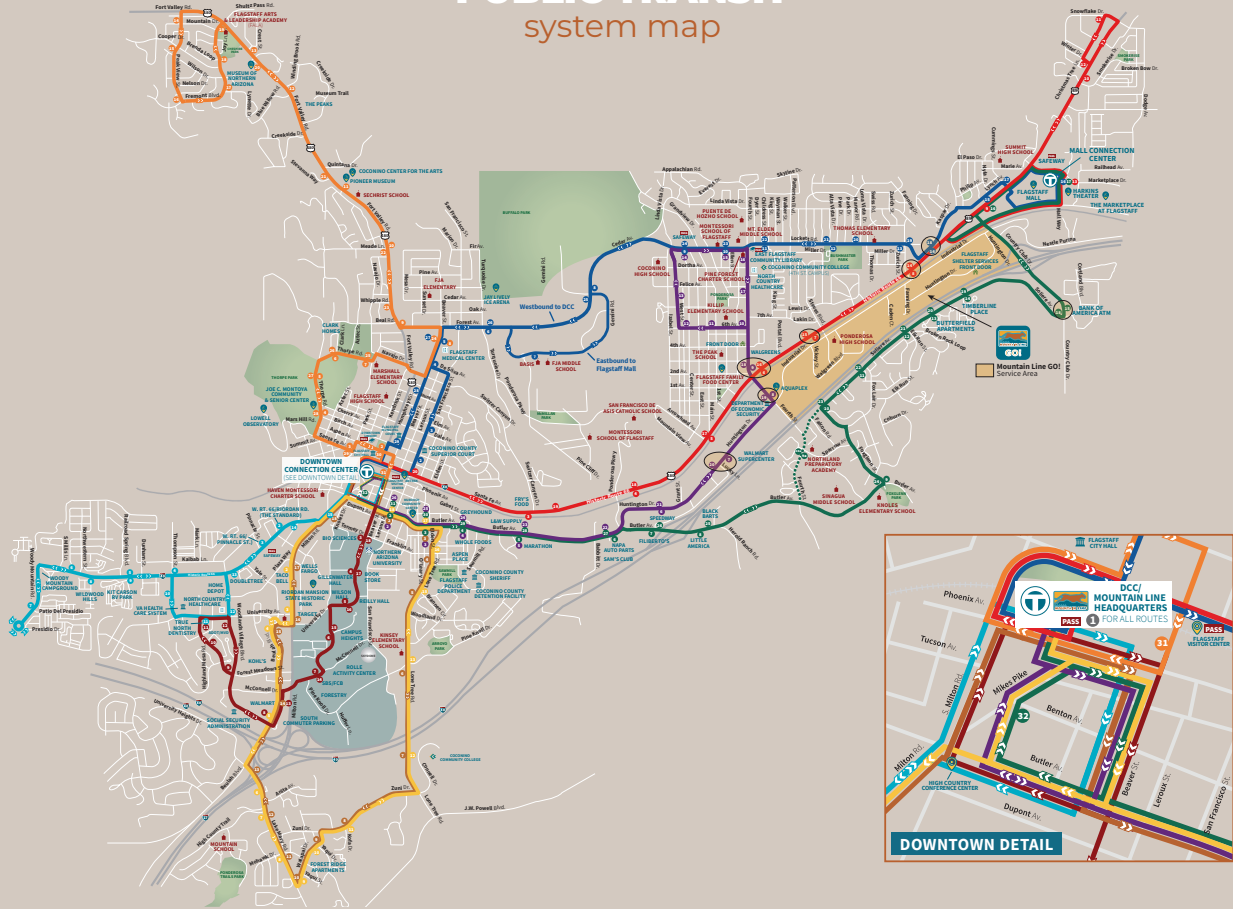


#### Trip Purpose

- Work (38.8%)
- Shopping (15.7%)
- Leisure (11.2%)
- Other (1.7%)
- College or Vocational School (18.9%)
- Middle or High School (5.3%)
- Medical (5.7%)
- Social Services (2.8%)

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## FLAGSTAFF PUBLIC TRANSIT system map



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

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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 visible and diverse advertising opportunities in the community.



### **MOUNTAIN LINE Standard Bus**

24-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.

Reserve your space today!

## Mountain Line Standard Bus



24-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.



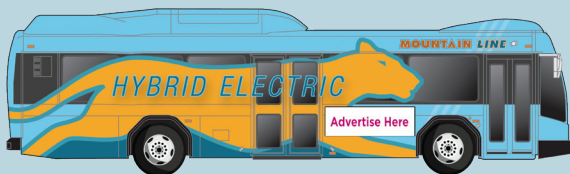
### TAIL (rear of bus):

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.*

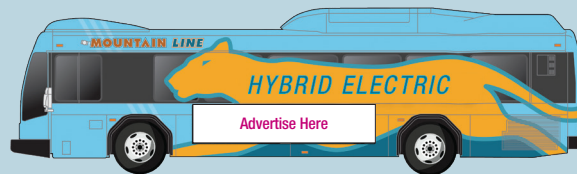
*Contact us for rates on multiple location and multiple bus advertising. Consecutive month buys required for multi-month discounts.*



### 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.



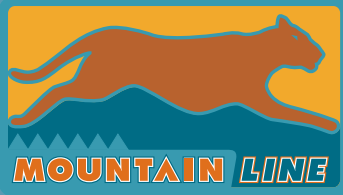
### KING (street-side of bus):

Size: 144" w x 28" h  
Impressions/Views: Range of 9,000 to 11,000 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.

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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 9,000 to 11,000 per ad per day.



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

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# Mountain Line Interior Advertising

Reserve your space today!



24-standard buses, 6 articulated 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.*



**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:**  
30 buses, 9-route coverage  
(one printed sign per bus)

*Rates are per month.*

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

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

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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 Dennison MP12921 Series Removable StaFlat & EZ. Full-color/full-bleed, printed vinyl graphics with an additional matte UV protective over-laminate. 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 5 days prior to the start of the contract period.*

### 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.*

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.

Advertising Policy: Mountain Line has an advertising policy that prohibits some types of advertising. Please contact the Advertising Manager to discuss the policy.



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