

communicating
to our community



Why target one
location when
you could be
everywhere?

Transit media gets up close and personal with your consumers so that they don't just see, they experience your brand message.



educate
engage
inspire

About Mountain Line Transit

- Our organization consists of 37 buses and service vehicles and 60 employees.
- Mountain Line is a non-profit government organization - the second largest transit authority in West Virginia.
- In fiscal year ending 2016 our buses traveled 998,351 miles to provide 60,027 hours of service through 18 different routes.
- Our Grey Line runs twice daily trips 365 days per year to Pittsburgh, Waynesburg, Washington, Fairmont, and Clarksburg.
- Our fleet includes eleven 32 passenger buses, nine 25 passenger buses, nine 20 passenger buses, two 16 passenger buses, four 10 passenger vans, and two 29 seat buses (our trolleys).



11 Big Gilligs - Interior Car Cards Available



12 Small Gilligs - Window Ads Available



3 Grey Line Buses - No Ads Available



2 Trolleys - Interior Car Cards Available



5 NewFit Vans - No Ads Available

About Your Audience On The Bus

- Mountain Line Transit Authority serves all of Monongalia County, West Virginia.
- We serve residents, visitors and students
- Students of West Virginia University "Ride Free with a valid WVU ID."
- Student enrollment is around 30,000 students
- There were nearly 1.1 million rides in 2016
- 70% of these boardings were WVU students, faculty or staff
- All Mountain Line buses are handicap accessible and have bicycle racks.



Downtown Morgantown

On average 70% of our riders are WVU Students, Faculty or Staff

Nearly 1.1 Million Rides in 2016



WVU's Mountaineer Station

About Your Audience in Monongalia County

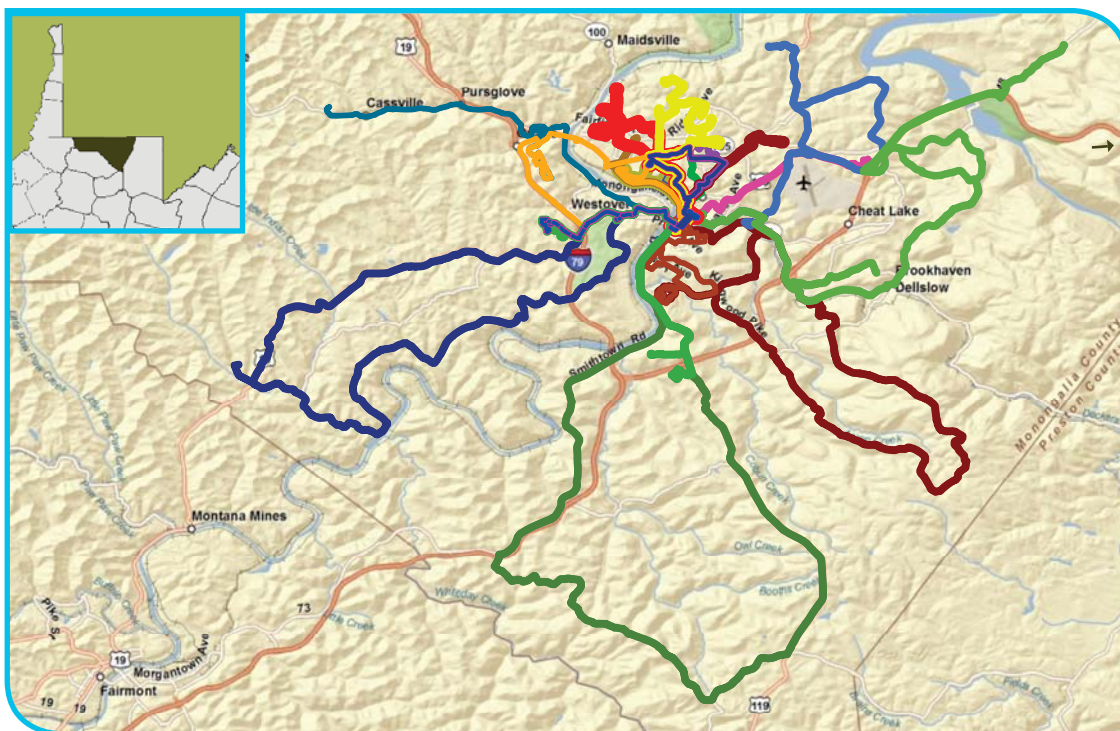
Population: 104,236

Median Household Income: \$46,166

Retail Sales Per Capita: \$16,033

Average Daily Commute: 21 Minutes

Approximate Land Area of Monongalia County: 361 Square Miles



About Your Audience in Morgantown

Population: 30,708

Median Household Income: \$32,400

Retail Sales Per Capita: \$34,885

Average Daily Commute: 17.1 Minutes

Enrollment of West Virginia University: 29,175

The above numbers are from the U.S. Census Bureau

High Visibility

Our buses serve the 300+ square mile area of Monongalia County and Morgantown, West Virginia. The buses are rotated through different routes, so your advertisement will be seen throughout our entire service area. Your advertisement could achieve a Daily Effective Circulation of up to 15,900 exposures*.



Imagine this setting:

It's rush hour in Morgantown, and our bus is sitting in traffic. Your advertisement on the side of that bus could be viewed up to 22 times* per minute.

Unbeatable Value; Flexible Terms

Transit advertising is less expensive than many other forms of advertising, and can be more effective too.

- Your cost per thousand (CPM) could be as low as seven cents*!
- Longer contracts result in lower monthly payments
- Non-profit and not-for profit organizations receive a 10% discount

Rent as many spaces as you want, for as long as you want. Availability is first come, first serve.



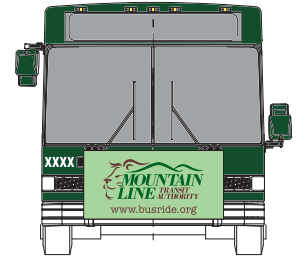
* All figures are based on 2005 traffic studies from WVDOT and the 2006 projected population of Morgantown figure from the City of Morgantown website and the 2006 student enrollment schedule from WVU and are derived by using the Outdoor Advertising Association of America's Media Math Formulas for outdoor advertising.

	Cost Per Month Per Bus		
# of Months	1-6	7-11	12+

Rate Chart

Exterior Ads
Bike Rack & Rear Ad Panel

\$110 \$104.50 \$93.50



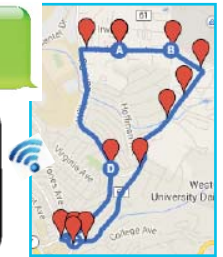
Interior Card (11" x 30")

\$55 \$52.25 \$46.75

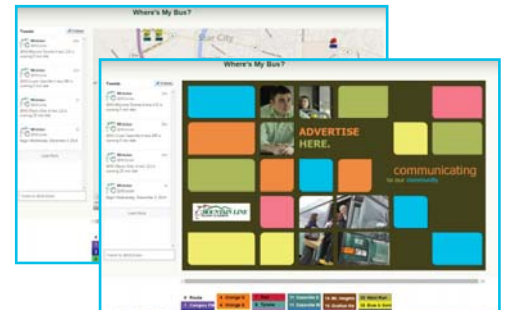


Route Specific Tweets Contact For Pricing

Get off at the next stop and receive \$5 off your purchase at ____!



Where's My Bus? Online Ad Contact For Pricing



Holiday Bus Sponsorship
November 1st - December 31st \$200*

Let the residents know you care around the holidays. Special 2 month Bus Sponsorship for the Holidays. Includes one bike rack ad for 2 months Nov - Dec.

* Includes printing. Normally priced at \$320. A \$120 savings.

Above Rates are per month per bus
Production costs are additional see below

Production/Installation/Removal Charges - Per unit, with camera ready art provided, based on 1 unit.

Bike Rack Ads	\$75 + \$25 Set Up
Rear Ad Panel	\$110 + \$20 Set Up
Gillig Interior Card	\$15 + \$20 Set Up

If you need an ad created for you the design rate is \$75 per hour.

How to Get Started

Contact us by phone or e-mail for more detailed pricing information or assistance in choosing an option that best suits your needs.

To start the advertising process, fill out the form below and send it to us by whichever method you choose.

Contact Information

Organization Name _____

Is this organization a non-profit/not for profit? _____

Contact Name _____

Contact E-mail _____

Contact Phone _____ Fax _____

Advertisement Information

_____ I have my own artwork. It is in this form: _____

_____ I would like to have artwork created for me.

Cost Calculator

Type of Advertisement/ Length of Contract	See Rate Chart	\$
Number of Buses		
	Multiply above two numbers for your Monthly Cost:	\$
Number of Months		
Multiply your Monthly Cost from above by the number of months of the contract for your Total Ad Space Cost		\$
Cost of Production	See table at bottom of Rate Chart	\$
Number of Buses		
Multiply the Cost of Production by the number of Buses for your Total Production Cost		\$

Mountain Line Transit Authority

420 DuPont Road • Morgantown • WV 26501 • p:304-296-3680 • f:304-291-7429
e:Marketing@BusRide.org