



WacoTransit system

Advertise With Us!



Contact:
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Marketing Director
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WacoTransit

s y s t e m

EXTERIOR ADVERTISING

Back Window:

Frame your message in the back window of the bus. These ads are in direct view of drivers, with an average of 44,000 impressions per week!

Price: \$250/month
Plus a one-time print/design/install cost: \$250
(72"W x 30"H)



Side Window:

Cover the side windows of our vehicles with your ads. Ads are seen in passing and at street/curbside level as riders and pedestrians approach the bus.

Price: \$125/month (2 or more for \$110/each/month)
Plus a one-time print/design/install cost: \$150
(45"W x 28.5"H and 45"W x 20.5"H)



Headliner:

This headliner speaks for itself, with a B-R-O-A-D message that runs the length of the bus. Increase the impact of your campaign with a headliner.

Price: \$300/month
Plus a one-time print/design/install cost: \$375
(330"W x 12"H)



Back-Side Wrap:

Grasp the attention of the consumer and make a BOLD statement with this eye-catching spot!

Price: \$450/month
Plus a one-time print/design/install cost: \$575
(110"W x 58"H and 110"W x 51"H)



Back Wrap:

Cover the entire rear of one of our vehicles with your ad, and let us drive your message all over town!

Price: \$450/month
Plus a one-time print/design/install cost: \$595
(101"W x 84.5"H)





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EXTERIOR ADVERTISING CONT.

Kong:

A popular, large-scale ad in full view of drivers and pedestrians on either side of the bus. A moving BILLBOARD and a more affordable option for your ad on multiple buses.



Price: \$325/month
Plus a one-time print/design/install cost: \$300
(120"W x 28"H)

Split Kong:

Another popular choice... in full view of drivers on street level. A moving BILLBOARD comprised of multiple ads, providing more bang for your buck.



Price: \$375/month
Plus a one-time print/design/install cost: \$325
(81"W x 28"H back & 71"W x 28"H front end)

Big Kong:

A HUGE moving BILLBOARD, more than THREE TIMES the size (in height) of a Kong. Got a BIG message? We have space!



Price: \$650/month
Plus a one-time print/design/install cost: \$1,100
(130"W x 102"H)

Back Banner:

A great alternative to a full back wrap on our DRS and rural transit vehicles and in direct view of drivers!



Price: \$250/month
Plus a one-time print/design/install cost: \$250
(59"W x 28.5"H)

Full Bus or Vehicle Wrap: Cover the entire vehicle with your ad. These are the epitome of mobile advertising. Put your message in front of potential customers like never before. See page 4 for details.





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INTERIOR ADVERTISING

Behind-The-Driver:

Ads placed directly behind the bus driver and in full view of riders. Passengers can't miss it!

Price: \$75/month
Plus a one-time print/design/install cost: \$30
(18"W x 24"H)

Interior:

Creative banners that line the top racks of the bus interior. Low in price and a great ad to buy in bulk!

Price: \$40/month
Plus a one-time print/design/install cost: \$25
(28"W x 11"H)



OUTDOOR ADVERTISING

Bench:

Eye-level media that is visible by riders, commuters and vehicular traffic. Establish your presence in the community (without breaking the bank) with our affordable and effective bench ads!

Price: \$75/month
Plus a one-time print/design/install cost: \$110
(70"W x 20"H)

Shelter:

Large in scale and located along bus routes in densely populated areas. Excellent exposure to pedestrian and vehicular traffic.

Price: \$200/month
Plus a one-time print/design/install cost: \$215
(sizes vary)



BUS WRAPS!

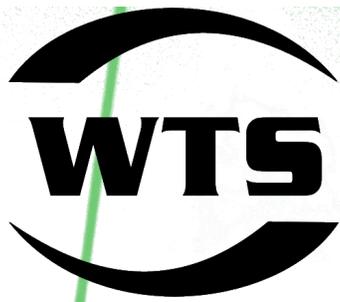


The wrapped buses are used on our fixed routes and for special event shuttles (i.e. Baylor University football/basketball games, Zoobilee, H.O.T. Fair and Rodeo, etc.) As a result, your bus receives a lot of exposure. The buses are also used in our maps and other print productions throughout the city, as well as promoted on our social media sites and in our marketing materials.

A bus wrap is a great way to get your message out across Waco (and beyond) in a bold and cost-effective manner! The wrap is a 30-foot long billboard on both sides and the back of the bus. The bus is covered in vinyl, and the windows have a material that allow the graphics to be seen, while still allowing passengers to see out of the bus.

The price of printing includes a three-year warranty on the vinyl that is attached directly to the bus and a one-year warranty on the window film. Bus wraps normally last around 3 years, with minor upkeep on the window film.

When you wrap a bus, that bus becomes known as *your* bus. If you as the client would like that bus to be available for an event, we will usually try and accommodate that (if available). Call now for pricing on our bus and vehicle wraps!



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ADVERTISE ON THE TAILGATER!

We carry over 40,000 Baylor fans to the McLane Stadium on the Tailgater (shuttle that circles from downtown to the stadium) each season! Choose from two available "Tailgater Packages" to market your message to this Baylor-proud crowd for the upcoming football season!



TAILGATER PACKAGE #1:

1 interior ad per shuttle (all 6 vehicles) = \$250
Plus a one-time print/design/install cost: \$120
(only \$41.66/ad, plus \$20/ad in printing)

TAILGATER PACKAGE #2:

2 interior ad per shuttle (all 6 vehicles) = \$375
Plus a one-time print/design/install cost: \$240
(only \$31.25/ad, plus \$20/ad in printing)

RETAIL PRICE:

Tailgater Interior Ads
\$50/ad/month
*Plus a one-time
print/design/install
fee of \$25/ad.

*Interior ads measure 28" W x 11" H




BAYLOR
FOOTBALL

TRADITIONS
weave a fabric of strength and draw generations together

WTS **WacoTransit**
system

Start your own tradition
CATCH THE TAILGATER!

The tailgater begins 3 hours before each kickoff.
Departs at 5th & Austin Avenue
Shuttle runs every 10 minutes
*No parking fees *No traffic hassle

Baylor fans hop aboard!
For more information: 254-750-1900



WacoTransit

s y s t e m

ADVERTISE ON THE DASH!

The DASH (Downtown Area Shuttle) is designed to make getting around downtown Waco convenient! Visit stores, museums, restaurants and Baylor campus the easy way! Wacodash.com

Exterior WINDOW ads!

\$100/ad/month*



*Plus a one-time print/
design/install fee of \$100

Route	Daily	Weekly	Annual
1	8,251	49,506	2,574,312
2	8,770	52,620	2,736,240
3	6,981	41,886	2,178,072
4	7,195	43,170	2,244,840
5	10,378	62,268	3,237,936
6	13,549	81,294	4,227,288
7 even	5,449	32,694	1,700,088
7 odd	5,563	33,378	1,735,656
8	4,604	27,624	1,436,448
9	9,545	57,270	2,978,040
Total	80,285	481,710	25,048,920

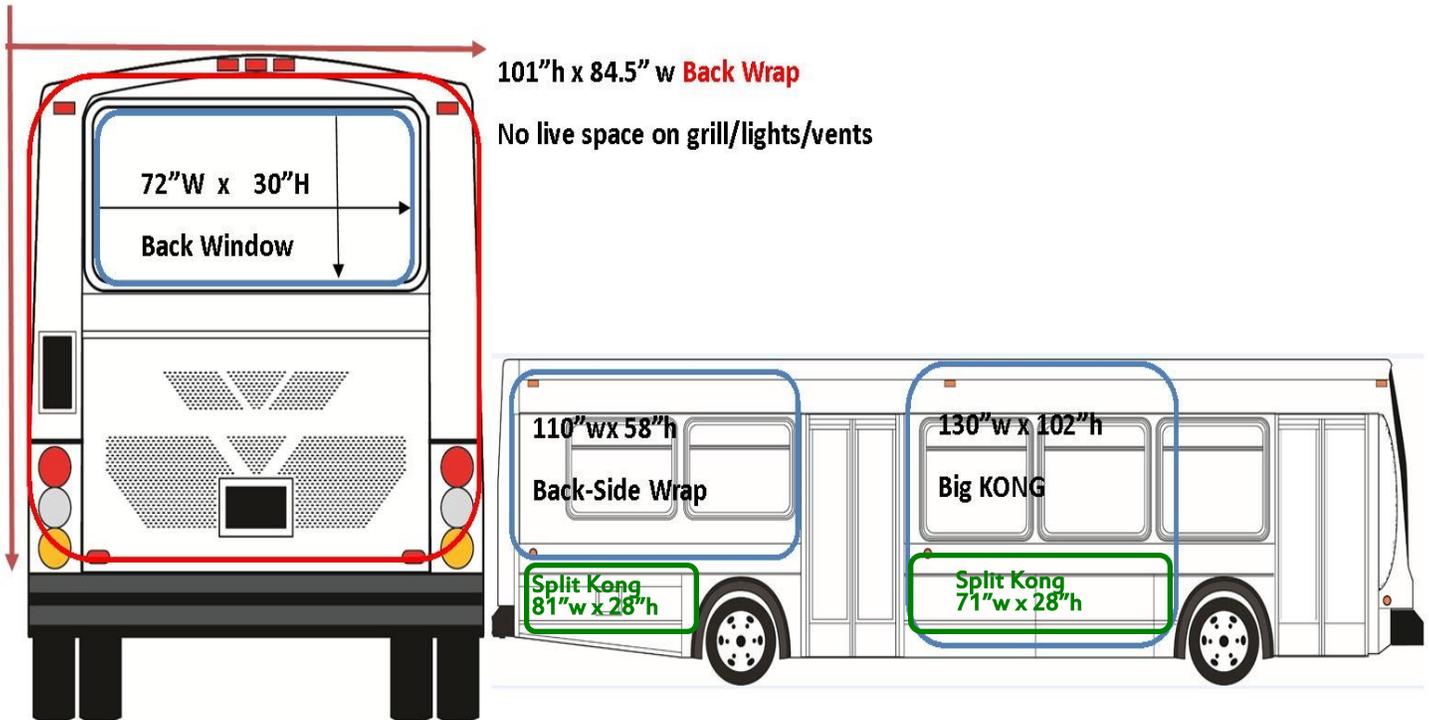
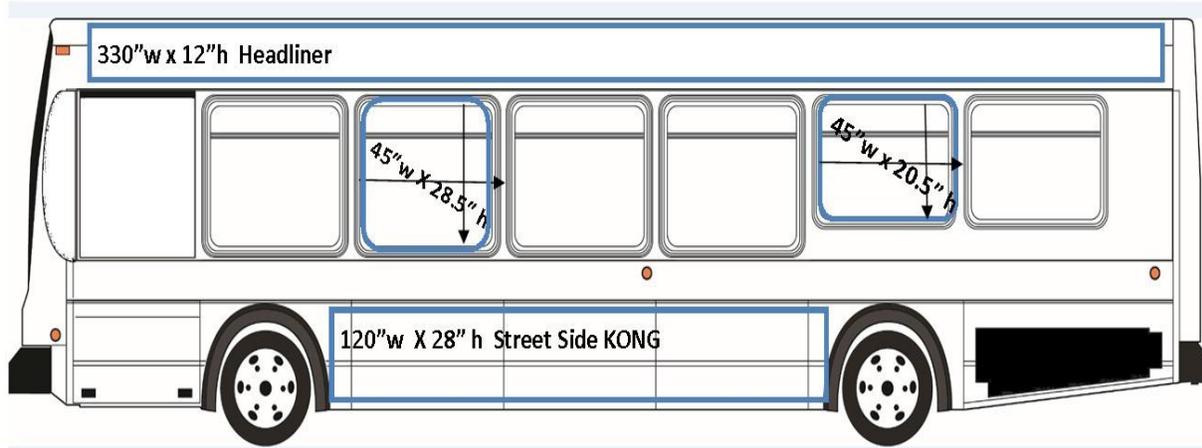
When You advertise with us, whether it's on a shelter, bench, or moving billboard, your ad receives an average of 44,000 impressions or "views" per week!!!





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These are some of the dimensions of our more popular ads. We are here for you throughout the entire design and installation process. We send photos of your ad after it has been placed, giving you peace of mind and a great visual! We will always let you know if your ad becomes weathered and needs replaced.



Compare Pricing



Waco's
Magazine™

Advertising Information

Display Advertising Rates

Size	1x	3x	6x	12x
Full Page	\$1,395	\$1,365	\$1,295	\$1,125
Two-Thirds	\$975	\$945	\$875	\$855
Junior Page	\$895	\$865	\$825	\$795
One-Half Page	\$825	\$795	\$750	\$715
One-Third-Vertical	\$725	\$695	\$625	\$605
One-Third-Block	\$665	\$635	\$595	\$570
One-Fourth	\$550	\$525	\$500	\$475
One-Sixth Horizontal	\$450	\$435	\$415	\$400

RATES

Rates include full glossy color & online at wacotrib.com
Number of issues are within 12 months. Price quoted per insertion.

No. of Contracted Issues	Open Rate	3 Issues	6 Issues	Optional Pickup in the Trib	
				for 6 Issues Clients	for 12 Issues Clients
Back Page	\$1,780	\$1,620	\$1,480	40" for \$475	\$1,420 40" for \$395
Inside Front	\$1,650	\$1,500	\$1,370	40" for \$495	\$1,315 40" for \$415
Inside Back	\$1,650	\$1,500	\$1,370	40" for \$495	\$1,315 40" for \$415
Page 3	\$1,650	\$1,500	\$1,370	40" for \$495	\$1,315 40" for \$415
Full Page	\$1,445	\$1,315	\$1,205	40" for \$515	\$1,155 40" for \$435
2/3 Page	\$1,035	\$940	\$875	24" for \$347	\$835 24" for \$299
1/2 Page	\$895	\$815	\$745	18" for \$296	\$715 18" for \$260
1/3 Page	\$705	\$645	\$595	12" for \$227	\$580 12" for \$203
1/6 V and H Page	\$410	\$375	\$345	6" for \$140	\$305 6" for \$128
Marketplace Ads	\$260	\$235	\$225	N/A	\$200 N/A
Service Directory	N/A	\$79	\$79	N/A	\$69 N/A
Eating Out	N/A	\$79	\$79	N/A	\$69 N/A

FULL
7.0417" x 9.6667"

2/3 V
4.625" x 9.6667"

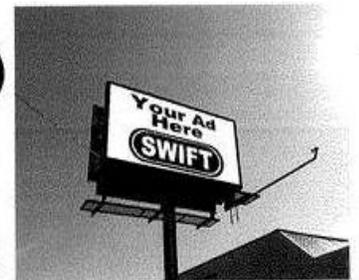
1/2 H
7.0417" x 4.7292"

1/3 BLOCK
4.625" x 4.7292"

1/3 V
2.2083" x 9.6667"

1/6 V 1/6 H
2.2083" x 4.7292"
4.625" x 3.0833"

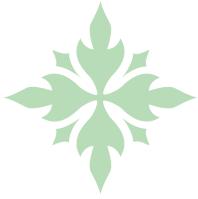
MARKETPLACE
2.2083" x 3.0833"



Waco, TX

Valley Mills Dr. at Lake Air Dr.
10' x 20', 24/7, 8 seconds per message
Daily car count: 41,000

Ads per hour	15x	30x	60x
12 months	\$475 / mo.	\$800 / mo.	\$1500 / mo.
6 months	\$500 / mo.	\$800 / mo.	\$1525 / mo.
3 months	\$525 / mo.	\$825 / mo.	\$1600 / mo.
1 month	\$550 / mo.	\$900 / mo.	\$1800 / mo.
1 week	\$200 / wk.	\$300 / wk.	\$450 / wk.



Did You Know?

Fixed Route (City Buses)

Waco Transit System has **nine fixed bus routes** that service most of the busiest streets in the Greater Waco area. For more information, please refer to our system map or visit our website at www.wacotransitsystem.com. Our buses can be tracked in real-time at www.ridewaco.com or by downloading the free “Ride Systems” app on your smartphone and selecting “Waco Transit System” as your agency. Call (254) 750-1613 for more information.

Baylor University Shuttle Service (B.U.S. Service)

Waco Transit System operates the Baylor University campus shuttles, which have GPS tracking capability via the above-mentioned Ride Systems app (select “Baylor University” as your agency) or www.bushuttle.com.

The DASH (Downtown Area Shuttle)

The DASH runs every 20 minutes, in a flag-stop route, and services the downtown area and Baylor campus. Hours of operation are Monday through Friday, from 7:27 a.m. to 5:57 p.m., when Baylor University is in session. Visit www.wacodash.com for more info.

Demand Response Service (DRS)

In accordance with the Americans with Disabilities Act (ADA), Waco Transit provides door-to-door service for individuals who are physically or mentally unable to use the fixed routes. Specific qualifying criteria must be met. Call (254) 750-1620 for more info or to schedule a ride.

Waco Regional Airport Transportation

If you need transportation to and/or from the Waco Regional Airport, Waco Transit can help. Call (254) 750-1620 for more info or to schedule a ride.

McLennan County Rural Transit District

Destinations include anywhere in McLennan or adjacent counties, as long as one of your stops originates from or travels to a rural address. Trips can be arranged by calling (254) 750-1620 at least 24 hours in advance.



Sanderson Farms

Do you need transportation to work? Are you looking for a job? Waco Transit may be able to provide you with transportation to and/or from Sanderson Farms. Visit www.mylinktransit.com for more info.

Evening LINK

Do you work at night? Do you struggle with finding transportation? The Evening LINK service provides door-to-door transportation from 8:30 p.m. to 11:30 p.m. Call (254) 750-1620 at least 24 hours in advance to book your trip.

LINK

Waco Transit has a special route (route 10) that services Chilton, Golinda, Marlin, Robinson, and Riesel. Visit www.mylinktransit.com for more info.

Travel Training

Because we recognize that riding a city bus for the first time (and navigating the routes/time points) can indeed be intimidating, we offer free travel training upon request. Call (254) 750-1900 for more info, or check out our travel training video clips online at www.wacotransitsystem.com

Contact Us:

301 S. 8th Street, Suite 100 · Waco, TX 76701

(254) 750-1900 (admin office) · (254) 750-1613 (dispatch)

www.wacotransitsystem.com

www.ridewaco.com · www.bushuttle.com



WacoTransit
s y s t e m



Annual Economic Impact

Sanderson Farms LINK supports wage earnings of more than \$1.4 million dollars.

Evening LINK supports wage earnings between \$650,000 to \$770,000.

Marlin LINK supports wage earnings of \$271,000.

Total annual wages earned: \$2,396,000

myLINKtransit.com <http://www.hotworkforce.com/>