



WacoTransit system

Advertise With Us!



Contact:
Jessica Clark
Marketing Director
(254) 750-1917
JClark@wacotx.gov



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: \$255/month

Plus a one-time print/install cost: \$255
(72"W x 30"H and 76"W x 34.5"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: \$130/month (2 or more for \$115/each/month)

Plus a one-time print/install cost: \$155
(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: \$305/month

Plus a one-time print/install cost: \$380
(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: \$455/month

Plus a one-time print/install cost: \$580
(110"W x 58"H and 110"W x 51"H)



Back Wrap:

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

Price: \$480/month

Plus a one-time print/install cost: \$655
(101"W x 84.5"H)





WacoTransit

s y s t e m

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: \$330/month

Plus a one-time print/install cost: \$305
(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: \$380/month

Plus a one-time print/install cost: \$355
(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: \$655/month

Plus a one-time print/install cost: \$1,110
(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: \$255/month

Plus a one-time print/install cost: \$255
(59"W x 28.5"H)



Full or Half Vehicle Wrap: Cover half or 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 last page for details.





WacoTransit

s y s t e m

INTERIOR ADVERTISING

Behind-The-Driver:

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

Price: \$80/month

Plus a one-time print/install cost: \$35
(11"W x 17"H)



Interior Banner:

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

Price: \$45/month

Plus a one-time print/install cost: \$30
(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: \$80/month

Plus a one-time print/install cost: \$115
(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: \$205/month

Plus a one-time print/install cost: \$220
(sizes vary)





WacoTransit

s y s t e m

SILO DISTRICT DOWNTOWN TROLLEY ADVERTISING

Side Window:

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

Price: \$110/month

Plus a one-time print/install cost: \$110
(sizes vary)

Info: The free Silo Trolley is designed to make getting around downtown Waco fast and convenient. The trolley's route makes it easy to get to downtown Waco's most popular shopping, dining and art venues. Visit all the cool shops, museums, restaurants and many other fun places Waco has to offer.



BAYLOR GAMEDAY SHUTTLE ADVERTISING - TAILGATER

Interior Banner Package:

Creative banners that line the top racks of the bus interior.

Price: *\$310/season (1 interior ad on all 6 shuttles)

Plus a one-time print/install cost: \$140

*Only \$50/ad, plus \$140/ad in printing!

(28"W x 11"H)

Info: We carry more than 47,000 Baylor football fans each season to McLane Stadium on the Tailgater shuttle, which circles from downtown Waco to the stadium! Choose the "Tailgater Package" to market your message to this Baylor-proud crowd for the upcoming season!





← *New rural transit PSA features country singer Holly Tucker (top 6 finalist on Season 4 of NBC's, "The Voice") and her new single, "Hometown Heart"!*

RURAL TRANSIT ADVERTISING

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: \$105/month

Plus a one-time print/install cost: \$105
(sizes vary)

Back Banner:

A great alternative to a full back wrap and in direct view of drivers!

Price: \$255/month

Plus a one-time print/install cost: \$255
(59"W x 28.5"H)

Back-Side Wrap:

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

Price: \$455/month

Plus a one-time print/install cost: \$580
(110"W x 58"H)

Back Wrap:

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

Price: \$455/month

Plus a one-time print/install cost: \$600
(101"W x 84.5"H)

Info: The McLennan County Rural Transit District is operated by Waco Transit and provides transportation to anyone in the rural areas of McLennan County in order to improve access to jobs, education, healthcare and more! Destinations include anywhere in McLennan County or adjacent counties, as long as one stop originates from or travels to a rural address.



BUS WRAPS!



The wrapped buses are used on fixed routes and for special event shuttles (i.e. Baylor University football/basketball games, Cameron Park Zoo Spring Break shuttle, 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 of Waco, as well as promoted on our social media and 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 wrapped in vinyl and the windows covered with material that allow the graphics to be seen, while still allowing passengers to see out of the bus.

The price of printing usually 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 (if available).

Regular charter fees would apply. Call now to inquire about our vehicle wraps!