Columbia, MO Small Business

MEDIA KIT

Learn more about the benefits of transit advertising for small business and the consumers these out of home ads reach.

TRANSIT ADVERTISING, INC.
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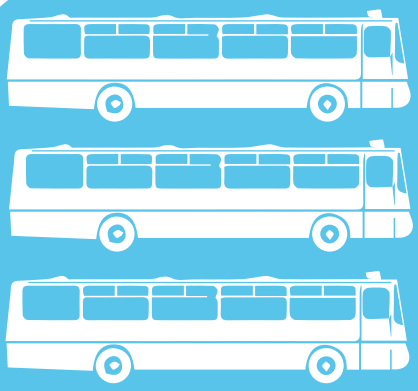
TRANSIT ADVERTISING, INC. has 25+ years of experience in this out-of-home medium. Our team can help you design your ad and create a campaign plan to fit your budget.

With a lower cost-per-impression than radio, T.V., and billboards, transit bus ads will deliver your message to a greater number of people at a fraction of the cost!

DID YOU KNOW?
2 to 3 full wraps.....



REACH A GREATER # OF PEOPLE

talk about REACH

Consumers spend **4.3 YEARS** of their life driving.

Transit ads deliver your message to both vehicular & pedestrian audiences.

CAPTURE ATTENTION

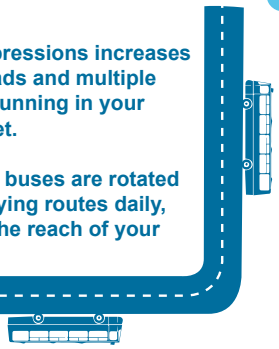
Bold, large, moving ads capture attention and promote retention. Traveling through high-density areas, transit ads have a reach and gain impressions where billboards simply cannot. Transit ads are visible where people work, live and play.

FREQUENCY
FREQUENCY
FREQUENCY

Transit Ads Receive
240K TO 350K
IMPRESSIONS
PER WEEK
Per Ad

The # of impressions increases with larger ads and multiple transit ads running in your target market.

Fixed Route buses are rotated through varying routes daily, increasing the reach of your campaign.



SO... TRANSIT ADVERTISING is the least expensive form of outdoor advertising!

Cost Effective Advertising
Solution for Small Business

Cost Effective Campaign
Transit ads are more cost effective than other large format ads. Small businesses can receive multiple transit ads for the cost of one billboard. There is no premium for targeting key areas of town or advertising during prime hours. Transit ads run 14 hours a day, 6 days a week with no additional charges for high impact areas.

Branding
Transit advertising yields 250K to 350K impressions per week. Consumers see transit ads during regular commutes and other outings around town. This type of brand awareness helps consumers gain more familiarity with your brand and move closer to a point of purchase.

Intent-to-Buy Influence
Due to ad clutter, advertising effectiveness depends heavily on the recency of a message. The more recently and the more often consumers see your brand message, the more likely they are to purchase. As the customer approaches a point of purchase, the last message into the mind of a customer, matters heavily. While brands accumulate preference and some loyalty, factors that build “intent to buy” are fleeting. Frequency is the best reminder. Transit advertising offers heavy frequency with up to 250K impressions per week.

Powerful Localized Message
Transit advertising helps your brand break through interruption media with localized brand messages. This gives advertisers the opportunity to engage with their target audience at a local and personal level. Localized brand messages create a significant impact and are easily recalled. Reach consumers with powerful ads close to the point of purchase.

Top of Mind Awareness
The goal of branding is to build Top of Mind Awareness. Over time, 250K to 350K impressions per week ensure your brand is first in consumer minds when thinking of your service in their market.

What To Expect With
TRANSIT ADVERTISING

Branding
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ROI
Calculating ROI the traditional way is not practical for marketing and advertising campaigns. When calculating ROI for your campaign, consider what you want to achieve. Is it increased awareness, web traffic or sales? It is also important to know that campaigns often yield delayed conversions. Results can occur at the start of the campaign or even after the campaign is completed.

Top of Mind Awareness
The goal of branding is to build Top of Mind Awareness. Over time, 250K to 350K impressions per week ensure your brand is first in consumer minds when thinking of your service in their market.

One-Year Warranty
Transit Advertising, Inc. provides a one-year warranty on all advertisements. During this period our team will make any adjustments, corrections or fixes to the ad as long as it falls within warranty.

Graphic Design Support
Whether you provide an ad or need one created, our team will optimize your ad for this large format medium.

Increased Social Media & Web Traffic
Transit advertisements with strong call to actions and strong creative design motivate your target audience to act. Consumers look to online sources for reviews and brand research after seeing large format ads. Thousands of impressions a week can increase online traffic.

Cost Effective Campaign
Transit ads are more cost effective than other large format ads. Receive multiple transit ads for the cost of one billboard. Receive a large number of impressions and no premium for targeting key areas of town.

Ad Update
As mentioned above, ads are under warranty for one year. We recommend re-wrapping your ad at 18-months to ensure your ad remains crisp and vibrant. Since the ad will be re-wrapped, we advise customers also update their ad message during this time to prevent ad blindness and revitalize engagement.

Questions To Ask
About Your Campaign

1. What is your goal for this campaign?
2. What is your budget?
3. What is your time frame?
4. Is this a part of a larger campaign?
5. Are you interested in large or small format ads?

Campaign Mix Ideas

Use the ad suggestions below as reference points when deciding on your ad campaign mix. Our team will help you optimize your strategy to get the most out of your budget.

Small Budget	Medium Budget	Large Budget
SMALL FORMAT MIX: Para-Transit, Queen, & Tailight Ads OR LARGE FORMAT MIX: 1 Full Back for 12 Months	SMALL FORMAT MIX: Para-Transit, Queen, Taillight & King Ads OR LARGE FORMAT MIX: 1 or 2 Large Format	SMALL FORMAT MIX: Full Back, Half Wrap, Tailight, & King OR LARGE FORMAT MIX: 1 Full Wrap, Multiple Half Wraps, or Multiple Full Backs

Crafting Brand Message
with Transit Advertising

1. Who is your target audience?
2. What does your audience need?
3. How does your product or service meet the need of your audience?
4. Where do you want to direct your audience when they see the ad?
    a. Phone Call – Website – Social Media
    b. This helps our designer know what to emphasize.
5. Write your tagline to communicate how your brand meets the needs for your target audience.
    a. Transit ads should be eye catching & concise. When crafting your message think in taglines. Write your message in 5 to 8 words.
    EX: “Brand Name” gives parents more time.

Our team can optimize existing ads for transit advertising as well as design new ads for your campaign.

If you are looking for an ad design, consider the following questions when crafting your message and allow our design team to bring your brand message to life.

FAQs

Top 10 Frequently Asked Questions

1. How do I know people are seeing my ads?
Transit routes ensure your ads reach pedestrians, drivers and riders on a daily basis. Transit ads travel 14 hours a day receiving between 240K and 350K impressions per week.

2. Can I pick a bus route?
Bus routes are not something that can be chosen. It's important to note that your local transit station rotates buses, ensuring your bus ads reach different parts of the city. This provides you with maximum ad exposure. Prospects will see your ad no matter where they travel in town.

3. When will my ad go up after I sign my contract and make my first payment?
Our team needs all artwork and must receive payment before an ad is wrapped. There is a 10-day cushion from the campaign start date for your ad to be placed on a bus. This cushion is built in for our team to accommodate bus routes.

4. How soon do you need my artwork?
All artwork must be submitted 20 days prior to the campaign start date to ensure your ad is wrapped by the start date.

5. Will my ad only reach bus riders?
Transit ads reach drivers, pedestrians and riders. The most common viewers of exterior bus ads are drivers. Transit ads receive 240K to 350K impression a week and can be seen in key areas of town. For more information on consumer demographics see the Market Demographics section of this document.

6. How can I find my bus?
While you may see your ad during your commute, you can see your bus up close by visiting the city's main transit station. Transit buses typically travel for 2 hours at a time. The best time to view your ad at a local station is between 10AM and 12PM.

7. Can my bus be driven to a location for photos?
Depending on your market, it may be possible for your newly wrapped bus to be driven to a key location. However, there may be fees for this service depending on the city and this process can take time to coordinate given bus route schedules.

8. As an agency buyer, how much time do I have to pay my first invoice?
Agency buyers have 45 days after signing the contract to make the first payment. Business owners working directly with Transit Advertising, Inc. must pay upfront.

9. How long can my wrap stay on a bus?
The maximum length of time for a bus wrap is 18 months. We encourage recurring customers to refresh their brand message and design at this point to prevent ad blindness.

10. How long is my warranty?
Transit Advertising, Inc. will warranty your ads for one year. Within this time frame, our team will make any necessary adjustments to your ad at no cost so long as it falls within warranty parameters.

Market Demographics

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MARKET DEMOGRAPHICS

Columbia, Missouri

2010-2014 American Community Survey 5-Year Estimates

QUICK FACTS

Total Pop	113,1115
Median Age	26.6
Median Household Income	$43,776
Race	
White	79%
Hispanic	3%
Black	11%
Education	
Highschool Grad	94%
Bachelor's or Higher	56%

DRIVERS

Median Age	33
Median Earnings	$30,302
Occupation	49% Management, Business, Science & Arts
	25% Natural Resources, Construction, & Maintenance
Industry	37% Educational Service, Health Care, Social Assistance
Travel Time	27% 15 - 19 Minutes

BUS RIDERS

Median Age	25
Median Earnings	$9,000
Occupation	39% Sales & Office
	32% Management, Business, Science, & Arts
Industry	52% Educational, Service, Health Care, Social Assistance
Travel Time	25% 10-14 Minutes

CONTACT OUR TEAM FOR RATES

TransitAdvertisingInc.com

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