

Berkshire Regional Transit Authority Advertising

Rates and Information



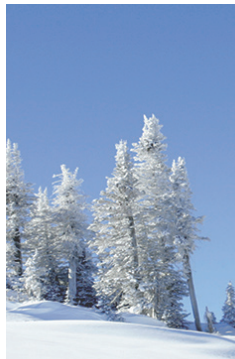


About Berkshire County...

Home to nearly 135,000 residents. Within a convenient traveling distance from Boston or New York City (both 2.5 hour drive), many metropolitan residents have purchased second homes here. Vibrant tourism, arts and recreation industries help to drive nearly 3,000,000 visitors to the Berkshires throughout the 4 seasons.

The Berkshire Regional Transit Authority (BRTA) is the hub of all activity in the Berkshires, connecting its 24 member communities within Berkshire County, the western most region of Massachusetts. BRTA vehicles travel over 820,000 miles annually with ridership at nearly 600,000. BRTA services include the cities of Pittsfield and Lenox with a total area covering 352 square miles, offering exclusive reach to a cultured, educated and affluent audience.

The BRTA's daily service area spans a region as large as Rhode Island; bordered by Vermont to the north, New York to the west and Connecticut to the south. Fixed route service is provided by fourteen bus routes in 12 communities from Williamstown to Great Barrington, Monday through Saturday. Paratransit services are provided to eligible persons from the BRTA's member communities for ambulatory, non-ambulatory, or complementary paratransit ADA service.



BUS ADVERTISING BENEFITS

REACH

No other media in the Berkshires puts you in front of more people.

FREQUENCY

Your ad and your brand are seen over and over again.

HIGH VISIBILITY

A bus is pretty hard to miss and bus ads stand out in a crowded field.

ALL DAY EXPOSURE

BRTA buses are running all day long throughout the communities we serve.

FLEXIBILITY

Go Graphix can create customized programs to meet your budget and strategic marketing objectives.

LOW COST INVESTMENT

Much more affordable than other media.

Annual Tourists
and Visitors
total nearly
3,000,000
across all
four seasons.



You Name It. We're On It.™

Exterior Bus Advertising



Bus advertising, in any region, is an excellent way to reach a large audience with high visibility and consistent daily views. But in the Berkshires of Massachusetts, your bus advertising program works harder for you, reaching the local community, businesses, and visitors in all 4 seasons. Your ad will go where the people are and in every demographic being seen by passengers, pedestrians, shoppers, students and tourists as well as motorists, generating millions of impressions.

Your audience can't help but see your message with BRTA Exterior Bus Advertising. We offer flexible programs to fit your budget and overall marketing objectives. From Kings, Queens and Tails to King Kongs, Side Wraps or Full Wraps, there's an option that is right for you.

Bus Tail Advertising



Tail Light



Super Tail



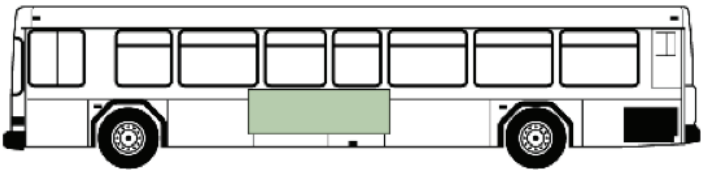
Full Back

Ad Location	1 Month Rate	Full Quarter Monthly Rate	Annual Monthly Rate	Production	Installation
Tail Light	\$350	\$300	\$250	\$90	\$50
Super Tail	\$500	\$425	\$350	\$150	\$100
Full Back	\$725	\$625	\$500	\$400	\$350

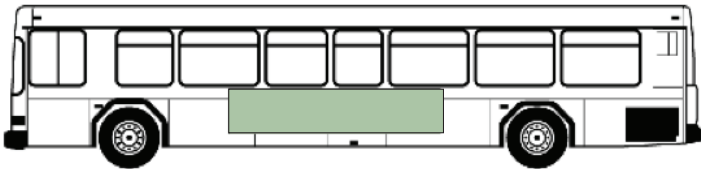
Queens & Kings

Ad Location	1 Month Rate	Full Quarter Monthly Rate	Annual Monthly Rate	Production	Installation
Queen	\$375	\$325	\$275	\$125	\$60
King	\$450	\$375	\$300	\$175	\$135

Queen



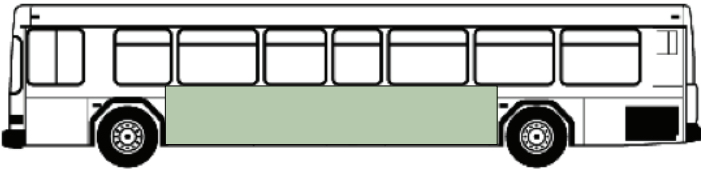
King



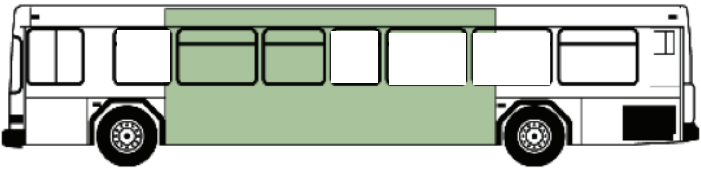
Premium Kings

Ad Location	1 Month Rate	Full Quarter Monthly Rate	Annual Monthly Rate	Production	Installation
Super King	\$550	\$475	\$375	\$250	\$155
King Kong	\$850	\$725	\$575	\$750	\$750

Super King

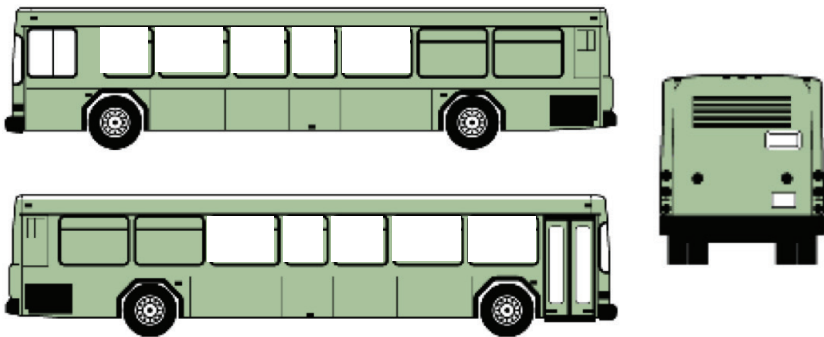


King Kong



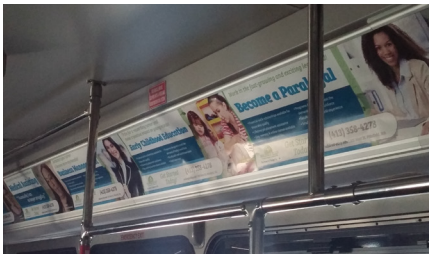
Bus Wraps

Ad Location	1 Month Rate	Full Quarter Monthly Rate	Annual Monthly Rate	Production	Installation
One Side Wrap	\$1,200	\$1,025	\$825	\$1,250	\$900
Full Bus Wrap	\$2,100	\$1,785	\$1,425	\$2,500	\$1,500
Bus Domination Interior & Exterior	\$2,400	\$2,050	\$1,650	\$2,950	\$1,600



Interior Bus Advertising

Don't miss out on the opportunity to advertise to passengers on BRTA buses. With a variety of sizes available, our interior advertising options will ensure that your message is in plain sight to BRTA passengers as they go about their daily travels.



Ad Location	1 Month Rate	Full Quarter Monthly Rate	Annual Monthly Rate	Production	Installation
Interior Card	\$30	\$25	\$20	\$50	\$10
Michelangelo	\$175	\$150	\$120	\$125	\$75
Interior Domination incl. both sides & Michelangelo	\$275	\$225	\$180	\$225	\$130

Bus Terminal (ITC) Advertising



Thousands of travelers pass through BRTA's Intermodal Transportation Center. As the regional transportation hub of the Berkshires, commuters, tourists, students, and everyday riders spend time at the ITC as they patiently wait to connect to Amtrak, Peter Pan Bus Lines, BRTA or other forms of transport.

Ad Location	1 Month Rate	Full Quarter Monthly Rate	Annual Monthly Rate	Production	Installation	Qty. Avail.
Framed Sign	\$200	\$175	\$150	\$200	\$275	4
Wall/Window/Floor	\$200	\$175	\$150	\$200	\$275	20
Digital Display (static or video)	\$250	\$175	\$175	\$100	\$100	1
Bus Shelter	\$200	\$175	\$150	\$100	\$100	17

Production Information

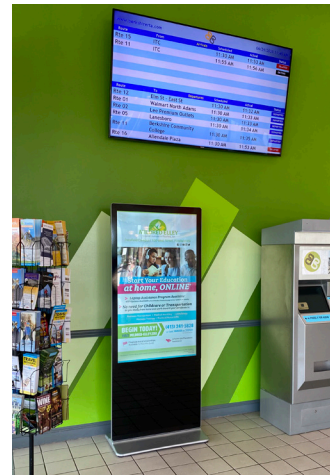
Graphics production and installation for BRTA Advertising is performed by Go Graphix. We will provide you, your designer or agency with design templates to ensure accuracy of final artwork. Should you wish to receive a printed proof, we would be pleased to do so for a nominal fee. If color matching is required, a fee to achieve specific colors will be charged.

Design Information

If you are in need of graphic design services, please ask your account representative about Go Graphix design services.

Rates

- Production and installation fees are one-time only. This includes removal of advertisements following campaign.
- Production and installation fees must be paid before commencement of campaign.
- Advertising fees are invoiced monthly at commencement of campaign.
- Kings, Queens and Tails on BRTA buses do not use a frame system, rather, consist of printed, removable vinyl applied direct to the bus.
- Overlays to ads can be made over the course of any campaign. Should specific information change, such as event dates, locations or web addresses, a vinyl patch may be used to cover existing ad content.
- All rates are subject to change.



The Berkshires

A Destination for All Seasons

Williams College
Berkshire Community College
MA College of Liberal Arts
Bard College at Simon's Rock
Mildred Elley
The Clark Art Institute
MassMoCA
Tanglewood
— Jacob's Pillow
Norman Rockwell Museum
Cranwell
Mount Greylock
Bash Bish Falls
Mt Everett State Reservation
Arrowhead
Chesterwood

Bridge of Flowers
Hancock Shaker Village
Crane & Co. Paper
Berkshire East Ski Area
Ski Butternut
Jiminy Peak Mt Resort
Catamount Ski Resort
Bousquet Ski Area
Canterbury Farm
Notchview
Berkshire Scenic Railway
Berkshire Botanical Garden
Red Lion Inn
Canyon Ranch
The Mount
Shakespeare & Company

CULTURE • EDUCATION • NATURE • RECREATION • BUSINESS



You Name It. We're On It.™

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