

Top 10 Outdoor Advertising Categories

1. Local Services and Amusements
2. Media & Advertising
3. Retail
4. Insurance & Real Estate
5. Public Transportation, Hotels/Resorts
6. Financial
7. Restaurants
8. Communications
9. Automotive Dealers/Services
10. Automotive, Auto Access & Equipment

Source: Outdoor Advertising Association of America, Inc. (2005)



Transit Advertising, an increasingly popular outdoor venue, is one of the most effective and best-value marketing tools available. We offer several different options to meet your advertising needs, from bus wraps, bus shelters, and bus benches to inside panels.

**CU TRANSIT
ADVERTISING**

VALUE



You're only limited by your imagination

With bus advertising, you are able to create traffic for your local business, geographically segment the audience, build awareness within the community, and reach a mass audience for a cost much less than the traditional TV, radio and print mediums.

Eye-Catching

Dynamic

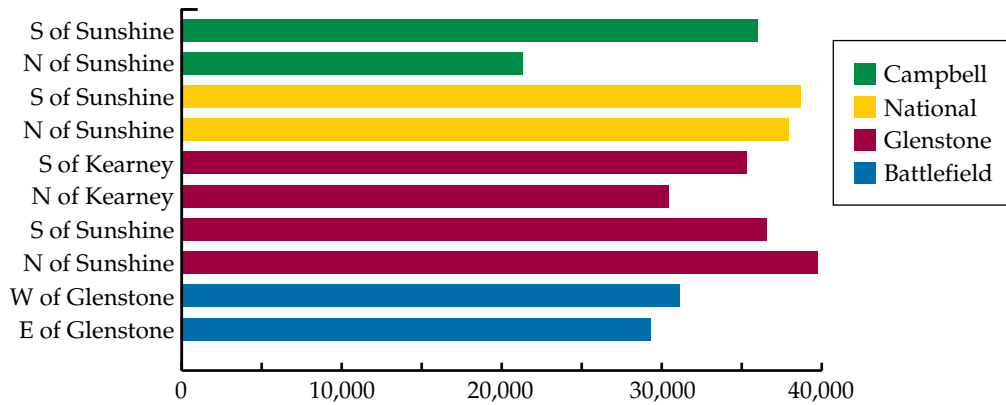
Imaginative

BUS WRAPS

Bus wraps offer the advertiser exceptional versatility with a creative, durable end-product. This unique advertising medium will take your message into high traffic areas, traveling all major thoroughfares from 6 a.m. to 11:30 p.m., most days of the year.



24-Hour Traffic Counts



Source: City of Springfield, 2004 Traffic Data Book
 Statistics show your advertising could potentially reach over 270,000 people in a 24-hour period.





"The back of the bus has been the most cost-effective advertising that Penmac has done. Elvis has been the best attention getter."

Patti Penny
Owner, Penmac



New Flyer Buses

Street Side	30" x 108"
Curb Side	30" x 108"
Full Side	98" x 360"
Partial Back	21" x 72"
Full Back	102" x 98"
Entire Bus Wrap	

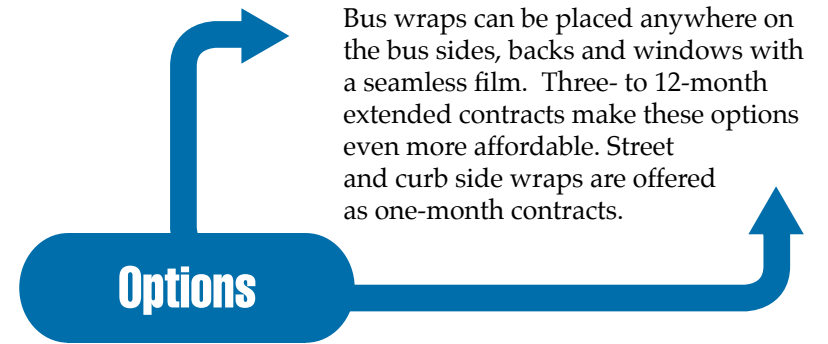
Paratransit Buses

Street Side	30" x 108"
Curb Side	21" x 72"
Entire Bus Wrap	

Bus advertising, as with any mobile vehicle advertising, offers by far the biggest advertising 'bang for your buck'. I learned this in marketing and business classes over 20 years ago, and I've seen numerous independent studies confirming it over the years. FASTSIGNS has gotten more results from our bus back ad than anything else we've done and at a lower cost. I regularly get calls from people in their cars while they're sitting in traffic looking at my ad on the bus."

John W. Durbin,
President/Owner, Fastsigns

Keep your message simple and direct



Options

Bus wraps can be placed anywhere on the bus sides, backs and windows with a seamless film. Three- to 12-month extended contracts make these options even more affordable. Street and curb side wraps are offered as one-month contracts.



BUS SHELTERS

Bus shelters offer exposure and impact that can be targeted to specific locations in the city. With over 70 bus shelters, you can choose your location and make your message specific to that area. Bus shelters also enjoy the increased viewing generated by city traffic.

Bus shelters feature a one-sided (48" x 81") or two-sided, backlit (48" x 71") placement. Shelters offer easy replacement of ads throughout the contract period. Illuminated shelters provide exposure into the evening hours, and are available at limited locations.



BUS BENCHES

Over 240 locations around Springfield provide the flexibility needed to use your advertising dollars in a reasonable and cost-effective way. Use your creativity to design a 26" x 86" eye-catching design that will increase brand awareness or send a unique message about your business.



What we, at Rick's Automotive, call our "eye-level advertising," has proven to be one of the most effective ways to spend our advertising dollars. With our quality design, we see immediate results in our day-to-day business.

*Rick Hughlett
Owner*

BUS ADVERTISING PANELS

Over a million riders per year spent anywhere from 30 minutes to an hour on a CU bus last year. As ridership continues to rise, so does your opportunity to reach the public with your message. Inside bus advertising panels (11" x 4') will accommodate a variety of ads. Reach a captive audience with this unique advertising tool.



Tips for creating outdoor advertising

- **Keep copy brief and your message simple.** The viewer only has two-to-four seconds to read your message.
- **Keep the layout simple.**
- **Use large illustrations.**
- **Use bold colors.**
- **Use fonts that are easy to read from a distance.**
- **Don't be afraid to use white space.**
- **Make sure your product or name is clear and easily seen.**
- **Use illustrations which include eyes and faces.** They have a higher impact.
- **For bus wraps, design for horizontal format.**

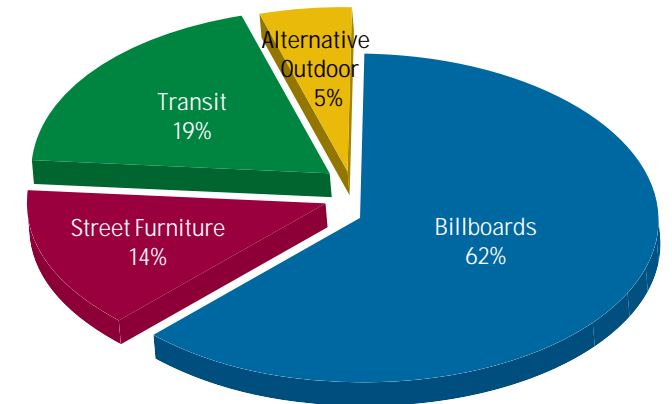
Where else can over 4,500 people a day view your local ad?

Million Passengers



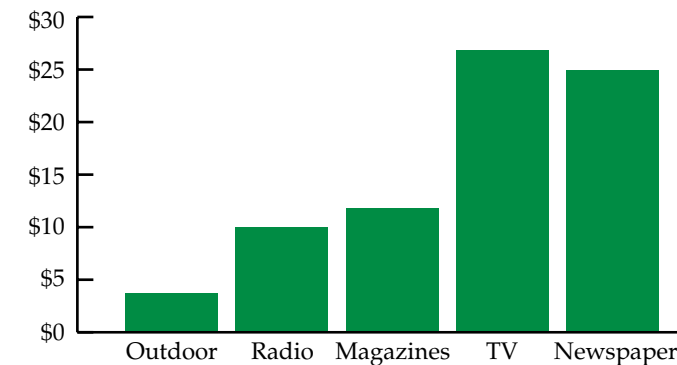
Source: CU Transit Ridership Statistics

Major Outdoor Advertising Categories



Source: Outdoor Advertising Association of America, Inc.

Average Cost Per Thousand Based on Top 100 Markets in the U.S.



Source: SQAD (Winter 2005), Media Dynamics, Inc.



All displays must be made of high performance, two-mil cast vinyl—3M™ Controltac Series 180 or equivalent.

Certain restrictions apply as to the nature of the advertisement and are subject to the approval of City Utilities. It is the advertiser's responsibility to provide the final design and select a vendor to produce and install the ad.

(417) 831-8749

City Utilities of Springfield, Missouri • Transit Advertising, 1505 Boonville, Springfield, MO 65803

**CU TRANSIT
ADVERTISING**

Ads That Move

People

CITY UTILITIES
Bringing Power Home.