

Monroe Outdoor Media Kit



2019

Monroe Outdoor History



We work with our clients or ad agencies to produce bus wraps, bench ads, and interior bus ads, that build brand awareness and generate attention for short or long-term marketing campaign. A bus wrap is an effective tool used to create maximum impact for special events and promotions. As the premiere bus advertising company in Monroe, Louisiana, we were the first to offer event and promotional graphics in the area on the transit system since 2002. No other company in Northeast Louisiana has more experience advertising for special events or promotions than us.

Monroe Outdoor Reach

- Monroe Outdoor averages 4,000 trips each day, Monday thru Saturday, which translates to over 1.2 million riders each year.
- Monroe Outdoor offers exterior advertising options reaching over 96% of the population of Monroe, as well as traffic and visitors passing through Monroe.
- Bus sides become colorful mobile billboards, blanketing the city, sending your message to thousands of potential customers every day.
- Bus bench advertising allows you to directly place your message in target areas with potential customers at an affordable cost. It reaches potential customers commuting and sitting in traffic getting your message out, as well as creating frequency through visual graphics.

Monroe Outdoor By The Numbers



200

Benches



16

Busses Wrapped



4,500

Daily Commuters



168,960

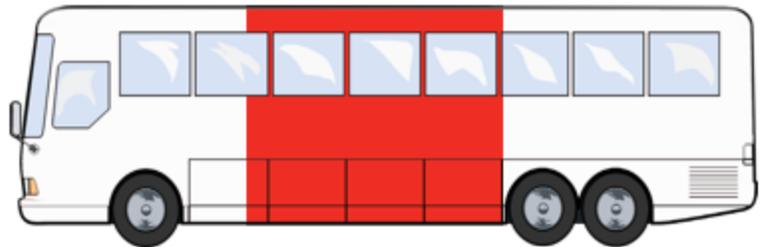
Monroe Transit Reach

Monroe Outdoor Rates

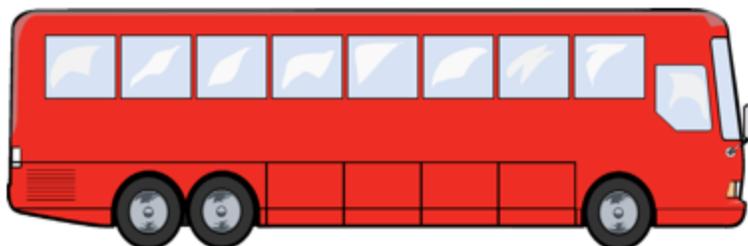
	12x rate	6x rate	3x rate	1x production charge
Bus Bench	\$120	\$150	\$160	\$150
Interior Bus Panel	\$60	\$70	\$80	\$60
Bus Back	\$400	\$440	\$480	\$300
Quarter Bus Wrap	\$500	\$550	\$600	\$1000
Half Bus Wrap	\$600	\$700	\$800	\$3500
Full Bus Wrap	\$1200	\$1350	\$1500	\$8000



Half Back



Quarter Bus Wrap



Half Wrap *(includes one side only)* **Full Wrap** *(includes both sides and back)*

Monroe Transit History



Monroe Transit strives to stay ahead of our rider's constantly evolving needs. In 2009, after 7 years of increased ridership (over 80% since 2002), Monroe Transit added three 40' low-floor buses to its state-of-the-art bus fleet. The new buses are larger than their predecessors, allowing for greater passenger occupancy, and offer the latest in styling and passenger comforts. Accessibility has been

significantly improved by the elimination of the front staircase and the advantages of the new low-floor design are immediately recognizable. Passengers easily step aboard the bus and walk straight to their seats without climbing stairs. In addition, wheelchair lifts were replaced with a simple ramp that allows fast and easy loading and unloading of wheelchairs, while five security cameras provide enhanced passenger safety.

Other enhancements to Monroe Transit's line of services include an expanded Night Rider service designed for retail and second shift workers in need of transit services after 6:45 p.m. The Night Rider service goes everywhere from Pecanland Mall, Louisville Avenue, Burg Jones to Winnsboro Road, Park View and beyond. Night Rider busses run until 10:30 p.m. Monday through Sunday.

Monroe Transit Among Top Ten Transit Systems in the Nation for Enhanced Ridership

Monroe Transit has successfully increased ridership over 80% during the last decade. Because of this milestone, Monroe Transit was among ten transit systems nationwide to be honored in Washington, D.C. at the Federal Transit Administration's (FTA) 2008 Success in Enhancing Ridership Annual Awards Banquet.

2008 was the second year that the FTA has offered this award, which identifies best practices in the transit industry for increasing ridership. Recipients of the award are used as models for transit systems throughout the country. Over 800 transit systems were eligible in the country. Within the small urban category, those systems serving areas of populations between 50,000 and 200,000, Monroe Transit was among the three systems selected for the award.

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All buses rotate evenly throughout the city. This ensures our clients receive the best visibility for their advertising campaign.

