

# Advertise on EARL Public Transit Buses



**Reaching your Audience:** Customers don't have to read a particular publication or tune in at certain time to hear your message. Advertising on Public Transit vehicles brings your message to the entire county, and some of the busiest areas — You can't ignore or turn it off.

**Timing:** Consumers see bus advertising at the best possible time — when they are not at work, home or school. Transit ads reach people when they're most ready to respond or make a purchase, such as when they're traveling or shopping.

**Value:** Transit advertising typically costs less than television, radio, billboards and newspapers. You will reach the largest audience typically for the least cost.

**Constant Exposure:** Your ad will be seen 10+ hours a day and you'll reach a captive audience of motorists and pedestrians in passing, at stops, or paused in traffic.

**Get Noticed:** With their bold text and larger-than-life graphics, transit ads are naturally appropriate to support your product.

EARL Public Transit buses travel all over Northeast Iowa, including Allamakee, Clayton, Howard, Fayette and Winneshiek counties as well as into Iowa City, Cedar Rapid, Mason City, La Crosse WI and Rochester MN. EARL Public Transit fleet averages 108,000 miles per month, so your message will be displayed to pedestrians, drivers, businesses and nearly 12,500 riders each month. In addition to the individuals who see your advertisement while driving, the buses stop at shopping malls, business districts, schools, medical facilities and residential neighborhoods, giving your ad a wide range of exposure.

Transit Agency's advertising program is operated by **Midwest Truck Advertising**, based out of Des Moines. MTA provides the best transit advertising experience you will find anywhere. In Addition to nearly 10,000 inside ad views per month, the view count on the exterior advertisements on the buses are explosive. To learn what bus advertising can do for your Brand, Please contact MTA at **(515) 350-3305** or visit [IowaBusAds.com](http://IowaBusAds.com)