

# CamTran TRANSIT ADVERTISING

## 2021 RATES AND INFORMATION

Put your message  
in motion with



**502 Maple Avenue Johnstown, PA 15901 (814) 535-5526**

## About **CamTran**

Every day our operators and staff help riders get to where they need to go. Operating a transit system may sound simple, perhaps even overlooked, but it is truly a team effort.

The employees at CamTran are dedicated to providing the best in customer service to operate as efficiently and effectively as possible to transport 1 million riders annually.

There are always new projects on the horizon at CamTran. With new compressed natural gas buses on the horizon, employees have a renewed dedication to our customers. Our customers are what truly drive us as a transit authority. We could not do what we do on a day-to-day basis without our customers.

Here at CamTran we are customer driven by a professional team, providing clean, safe, reliable and convenient mobility services for the public.



Our “moving billboards” are a great way to convey your advertising message, so get on the bus and get your business noticed!



# Your Advertising Options

## Bus Interiors

Small but effective is what “Bus Interiors” are all about. A creative bus interior is sure to attract attention and will be read from start to finish!

Benefits:

- \*Captive audience
- \*Cost effective



## Bus Tails

Ask yourself how many times have I been behind a bus reading an advertisement, more than one I bet? “Bus Tails” are highly recognizable and extremely captivating!

Benefits:

- \*3 sizes of advertisements to choose from
- \*Larger size allows more creativity with your message



## Bus Sides

“Bus Sides” is truly a “moving billboard”. By Choosing “Bus Sides” the creative possibilities are endless. Ads can be placed on either side of the bus. This benefit allows maximum exposure to passengers, motorists and pedestrians!

Benefits:

- \*3 sizes of advertisements to choose from
- \*High exposure to passengers, motorists and pedestrians



## Bus Wraps

If you really want to advertise in a big way then “Bus Wraps” are for you! “Bus Wraps” allow you to get your message out in a larger than life way. With a huge advertising space to work with the creative possibilities are endless!

Benefits:

- \*Large advertisement area
- \*A great conversation piece



Let **CamTran** drive your message home to consumers!!

## 2021 Ad Sizes and Rates

**CamTran– Urban Tail Ad**

Name	Size	1 Month	3 Months	6 Months	12 Months
King Tail	58"x21"	\$150	\$140	\$130	\$110
Queen Tail	3.5'x16"	\$100	\$90	\$80	\$60

**CamTran– Urban Side Ad**

Name	Size	1 Month	3 Months	6 Months	12 Months
King Kong Side	10'x8'	\$500	\$450	\$425	\$400
King Side	9'x2'	\$160	\$150	\$140	\$130
Queen Side	7'x2'	\$140	\$130	\$120	\$110

**CamTran+– Rural Side Ad**

Name	Size	1 Month	3 Months	6 Months	12 Months
Rural King Side	9'x2'	\$160	\$150	\$140	\$130
Rural Queen Side	7'x2'	\$140	\$130	\$120	\$110

**CamTran– Urban/Rural Full Bus Wrap Ad**

Name	Size	6 Month	12 Months	24 Months
King Wrap	35'	\$1,700	\$1,500	\$1,200
Queen Wrap	30'	\$1,500	\$1,200	\$1,000
Rural Wrap	25' & 27'	\$950	\$850	\$700

**CamTran– Urban Interior Card Ad**

Name	Size	1 Month	3 Months	6 Months	12 Months
Interior Card	11"x28"	\$8	\$7	\$6	\$5
Digital	19"	\$15	\$15	\$15	\$15

\*All sizes are subject to availability. Call CamTran before ordering or making your displays.

\*Rates listed do not include the cost of production for individual signs. We can put you in touch with local printers that have experience producing bus signs. If you produce in-house please contact us for specific ad specs.

\*We cannot guarantee that an ad will run in any specified area within the urban or rural divisions' routes.

\*Service is invoiced monthly.

\*Rates listed reflect gross cost of advertising. Agency discounts or other considerations must be negotiated.

\*Advertiser pays for the installation and removal of all advertisements.

\*All prices are per month.

\*Ad must be removed within two business days at the end of the contract. Failure to do so will result in additional charges.

\*In the event all inventory is sold out priority will be given to interested advertisers on a first come first serve basis as advertising space becomes available.



# **Cambria County Transit Authority** **(CamTran) Advertising Policy**

It shall be the policy of the **Cambria County Transit Authority (CamTran)** to accept commercial advertising for posting in and on CamTran vehicles and other property owned or controlled by CamTran, of its sole choosing, with the objective of maximizing revenue while maintaining standards of decency and good taste without infringing on First Amendment rights of Prospective Advertisers. Accordingly, CamTran will not accept advertisements that are obscene, unlawful, misleading, libelous or fraudulent. Further, CamTran will not accept advertisements that are non-commercial; that appeal to prurient interests, that are or may be offensive to riders; that glamorize or otherwise promote violence, sexual conduct, alcohol or tobacco use; or that are reasonably determined not to be in good taste. This policy is intended to be an objective and enforceable standard for advertising that is consistently applied. It is also CamTran's declared intent not to allow any of its Transit Vehicles or Property to become a public forum for dissemination, debate or discussion of public issues.

**CamTran makes final decision on all advertisements.**



CamTran Advertising Policy, Adopted 9-24-10