



Billboard displays using motion have been determined to be the most effective advertising in both product sales and consumer awareness. Mobile billboards are twice as effective in driving sales vs. static billboards. 94% of respondents recalled mobile billboards with an amazing 80% recall of specific ads.

- The Point of Purchase Institute, Washington, D.C.; Product Acceptance and Research, Inc.



Peg Anthony | 608.267.8771
panthony@cityofmadison.com
1245 East Washington Ave
Madison, Wisconsin 53703



Transit Service

61,385 passenger trips on average weekday, during the school year
36,212 passenger trips on average weekday, during the summer
215 fix-route buses, 4 transfer points, 208 shelters, 70 fixed-routes

Partners:

City of Madison, City of Middleton, City of Fitchburg, City of Verona, Town of Madison
University of Wisconsin-Madison, Madison Metropolitan School District
Madison College, Edgewood College, Meriter Hospital, St. Mary's Hospital
Epic, The American Center

Over 13.3 million
annual passenger
rides

(2016)



Full Wrap

Bus Wraps give advertisers the opportunity to exhibit innovative, eye-catching creative that will grasp the attention of consumers and make it impossible to ignore. Consumers spend 70% of their waking hours away from home, which means they are more exposed to out of home (OOH) ads than nearly any other form of advertising. (Source: OAAA)

Madison population:
252,511

(2016)



Full Wrap

Whether your goal is to attract customers with a bold advertising message, or to complement your digital marketing strategy with an out-of-home campaign, outdoor advertising provides a trusted vehicle for reaching your target audience.

180 buses on the streets during peak commute

(Approximate # of buses, during school year)



Half Wrap

One full side of the bus

Whether your goal is to attract customers with a bold advertising message, or to complement your digital marketing strategy with an out-of-home campaign, outdoor advertising provides a trusted vehicle for reaching your target audience.

Metro Transit provides service to Madison, Middleton, Fitchburg & Verona.



Half Wrap

One full side of the bus

Unlike TV, print or digital, consumers don't need to "opt-in" or choose to consume an OOH message. OOH complements and builds upon other media components, and ensures the message breaks through in more ways and in more environments.

Madison is one of only 5 platinum level bike cities in the U.S.



Half Wrap

One full side of the bus

Grab your customer's attention with eye-catching graphics! You can't miss these ads on the streets!

The share of waking hours people spend away from home = 70%



Half Wrap + Full Back

One full side of the bus plus full back ad

Wrapped Buses combine the market penetration of buses with the size and impact of billboards. Even just one or two can make a big impact! Individual vehicle advertising generates between 30,000 to 70,000 daily vehicle impressions. – *Outdoor Advertising Association of America, Inc.*

43,389 students
enrolled at UW-
Madison



Partial Wrap

Approximately ½ side of the bus plus full back ad

Unlike TV, print or digital, consumers don't need to "opt-in" or choose to consume an OOH message. OOH complements and builds upon other media components, and ensures the message breaks through in more ways and in more environments. (Source: OAAA Amplification Brochure)

Bold
Direct
Vibrant
Impactful



Partial Wrap

Approximately ½ side of the bus plus full back ad

Bus ads move throughout the heaviest business, residential and entertainment areas, delivering your message throughout the marketplace all day, every day. This continuous exposure builds familiarity with your brand, so customers will think of you when making purchasing decisions.

Attract customers with eye-catching ads



King Kong

96" H x 228" W

King Kong ads create a show-stopping moment for your brand by combining the sweep of a roadside billboard with eye-level impact. Pedestrians, motorists and passengers are impacted by the big exterior ads. Transit advertising is a non-selective media choice. It is intrusive; you can't change the channel or throw it away.

Rolling
billboards attract
attention



King Kong

96" H x 228" W

Transit advertising targets your market all day: during the drive to work, walk to lunch and bike ride before dinner. Through repetition, just a few displays can create top-of-mind awareness and brand recognition in the market.

Consumers spend more time on the road than ever before



King Kong

96" H x 228" W

Repetition is a key factor in any successful advertising program. Transit Advertising provides a constant reminder, keeping your name, service or product fresh in your target consumer's mind hence influencing your consumers when they are on their way to make a purchase.

Mobile Advertising generates 2.5x more attention than a static billboard



Mini King Kong

96" H x 138" W

Consumption by the audience is involuntary in comparison to 'consumed' media such as Radio, TV and Print. You cannot turn off or zap Bus ads – they are part of the landscape!

Reach
Frequency
Impact



Mini King Kong

96" H x 138" W

96% of respondents say mobile (advertising that moves) advertising is more effective than traditional outdoor advertising. - Outdoor Advertising Magazine TACA's market research

Build your brand with
transit advertising



Kong with Extension

Kong ad (40" H x 228" W) with extension into one window

A significant amount of shopping occurs on the way home from work. Consumers report these purchases are contemplated during the day and on the way home. As such, outdoor advertising are vital to impact shopping and purchasing on the way home from work. - Arbitron National In-Car Study



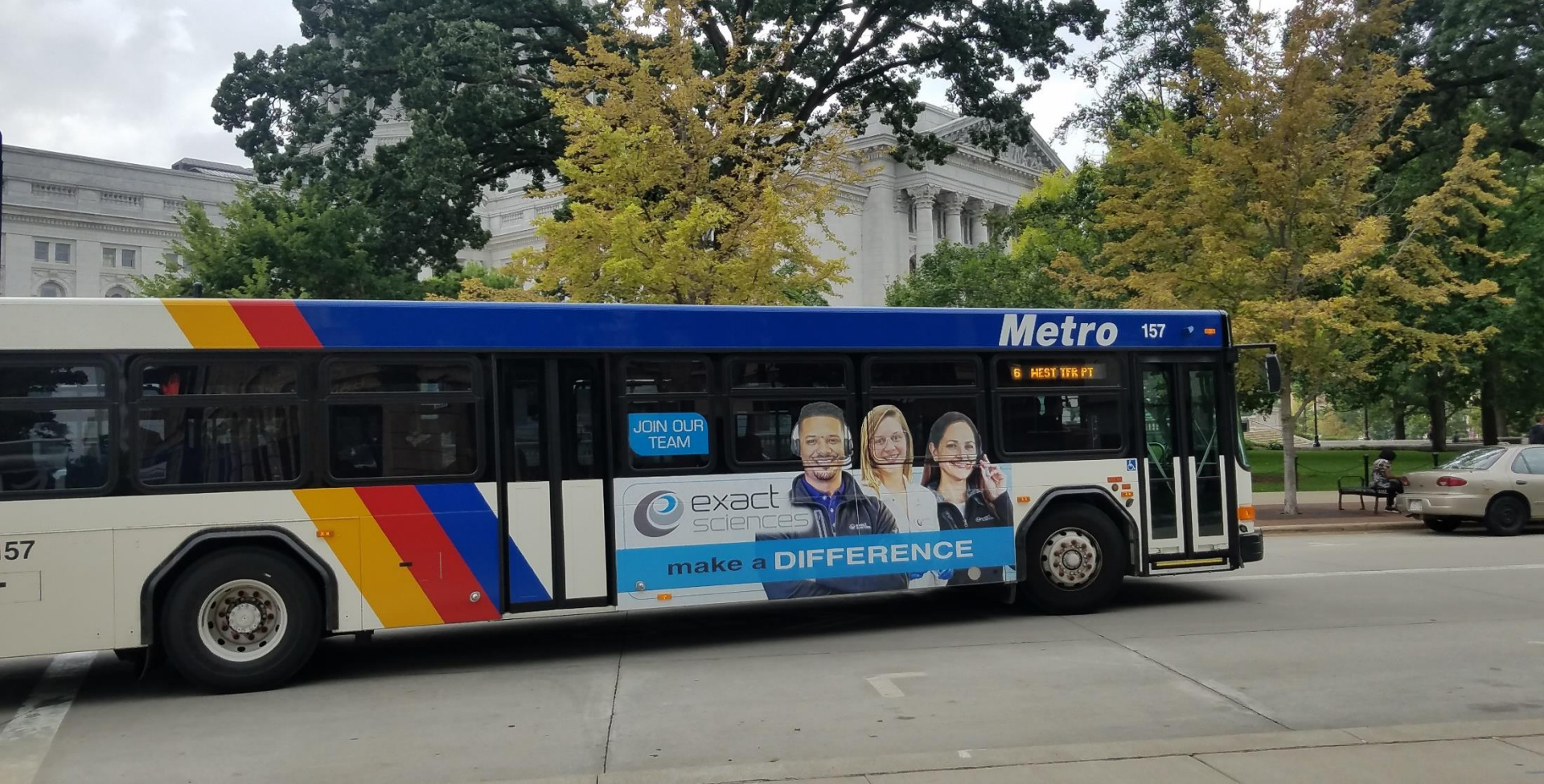
Kong with Extension

Kong ad (40" H x 228" W) with extension into one window



Kong with Extension

Kong ad (40" H x 228" W) with extension into one window



Custom Ad Size

The bus is your open canvas. We can customize any ad size, so let your imagination go wild!



Custom Ad Size

The bus is your open canvas. We can customize any ad size, so let your imagination go wild!



Kong

40" H x 228" W



Kong

40" H x 228" W



Kong

40" H x 228" W



King

30" H x 144" W



King

30" H x 144" W



Full Back

Metro has two different types of buses, with different rear configurations.



Full Back

Metro has two different types of buses, with different rear configurations. This example has extra rear grates.



Half Back

Metro has two different types of buses, with different rear configurations.



Tail

19" H x 84" W