



## *2018 Media Kit*

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# Benefits of Transit Advertising

**Transit Advertising** effectively increases top-of-mind awareness through repeated exposure and the use of large, mobile graphics that brand your company. This medium also is effective in generating quick response by canvassing the marketplace with cost-effective, call-to-action messages such as those including a price point or a special event.

## **High Reach**

As traditional media becomes more fragmented, Transit Advertising can reach a large number of people without competing for ad space or airtime.

## **High Frequency**

Transit Advertising provides greater frequency than other forms of traditional advertising, and helps build brand recognition with repeated impressions.

## **Extensive Coverage**

Extensive market coverage and full color designs combine to give Transit Advertising high impact. Transit advertising delivers images that are eye-catching and command attention.

## **Large Audience**

Consumers now spend less time at home than ever before. Placing a message outside targets a larger audience and is seen by three quarters of passing individuals.



# Greenlink At A Glance

- Service Area covers 97 square miles in Greenville County.
- Each Greenlink bus travels an average of 200 miles per day.
- Annual Ridership of more than 1 million.
- Operates 11 Fixed Bus Routes along many of Greenville County's highest traveled roads.
- Operates four downtown Trolleys serving Greenville's Central Business District.
- Operates an on-demand ADA Para-Transit Service.
- Owns more than 60 Bus Shelters along Greenville's busiest thoroughfares.



# Fixed Routes

**ROUTE 1:** Pleasantburg Drive - Cleveland Park

**ROUTE 2:** White Horse Road - Pendleton Street

**ROUTE 3:** Poinsett Highway - Rutherford Road

**ROUTE 4:** Dunegan - Grove Road

**ROUTE 6:** Anderson Road - Grove Station

**ROUTE 9:** West Parker - Berea -Woodside

**ROUTE 10:** Augusta Road - South Pleasantburg Drive

**ROUTE 11:** Wade Hampton - Taylors

**ROUTE 12:** Overbrook - Pelham Road

**ROUTE 14:** Mauldin – Simpsonville

**ROUTE 16:** Laurens Road - Haywood Mall

# Bus Shelter Locations

## **BEREA (29611)**

6119 White Horse Road (Wal-Mart)  
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1604 Easley Bridge Rd @ Stephens Center  
Pendleton Street @ S Textile Ave

## **BEREA (29617)**

8109 White Horse Rd (Greenville Tech NW campus)  
1208 Cedar Lane Rd @ Hunters Park  
1510 Cedar Lane Rd @ Orchid Dr

## **GREENVILLE (29601)**

154 Augusta St @ Greenlink maintenance  
Augusta St @ Dunbar Street (N)  
Augusta St @ Dunbar Streets(S)  
200 University Ridge @ Greenville Co Health Dept  
80 Cedar Lane Rd near Old Buncombe  
Pendleton St @ N Calhoun Street

## **GREENVILLE (29605)**

1011 Augusta Street @ Watkins Garrett Woods  
5301 Old Augusta Road @ Lil' Cricket  
899 W Faris Rd @ Doctors Dr  
GHS Entrance #3 W Faris @ Grove Road  
1339 S Pleasantburg Dr @ Home Depot  
White Horse Road @ Crestfield Road

## **GREENVILLE (29606)**

1521 Laurens Road @ US Post Office

## **GREENVILLE (29607)**

101 Roosevelt Ave @ Sumlar Hall Dr  
1416 E Washington St @ Spinx  
225 S Pleasantburg Dr @ McAlister Square  
461 S Pleasantburg Dr @ Pumpers Gas  
506 S Pleasantburg Dr on Greenville Tech campus  
Cleveland Street @ Greenville Tech entrance  
E North St @ Chestnut St  
1705 E North St @ Overbrook Baptist Church  
20 Haywood Road @ Burlington Coat Factory  
Haywood Mall near food court entrance  
2460 Laurens Rd @ McDonald's  
2494 Laurens Rd @ Jack In The Box

## **GREENVILLE (29609)**

2625 Poinsett Highway @ Abelia Dr  
417 Rutherford Street @ Salvation Army  
667 Rutherford Road @ Laurel Oaks Apts  
1354 Rutherford Road @ Farmers Market  
1544 Poinsett Hwy @ Chick-Fil-A Cherrydale  
2400 N Poinsett Hwy @ former Ingle's  
Wade Hampton Blvd @ Chick Springs Road  
755 Wade Hampton Blvd

## **GREENVILLE (29615)**

Wade Hampton Blvd @ Red Lobster  
2406 E North St @ Crossway Bookstore  
2100 Wade Hampton Blvd @ Planet Fitness  
2117 Wade Hampton Blvd @ Sav-A-Lot  
49 Orchard Park Dr @ Rosemont Apts  
75 Orchard Park Dr  
219 Pelham Rd @ Pelham Commons Blvd  
800 Pelham Rd @ Patewood Dr

## **TAYLORS (29687)**

2800 Wade Hampton Blvd @ NBSC  
2801 Wade Hampton Blvd @ Publix  
3027 Wade Hampton Blvd @ Wal-Mart  
3226 Wade Hampton Blvd @ Spinx

## **SIMPSONVILLE (29681)**

729 SE Main St. @ Hillcrest Hospital



# Advertising Options



Double King (Roadside)



Queen Poster (Curbside)



Standard King (Roadside)



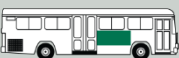



Bus Interior



Shelter Exterior

# 2018 Advertising Rates

	Specs	1-4 months	5-8 months	9-12 months
King Poster (Roadside)	 87.875" x 29.875"	\$285	\$260	\$230
Double King Poster (Roadside)	 144" x 29.875"	\$400	\$365	\$325
Queen Poster (Curbside)	 87.875" x 29.875"	\$260	\$235	\$210
Back Poster	 44" x 22"	\$250	\$225	\$200
Bus Interior-Large	50" x 11"	\$75	\$65	\$50
Bus Interior-Standard	28" x 11"	\$50	\$40	\$35
Bus Shelter (Interior or Exterior)	45" x 66"	\$175	\$160	\$145

## Terms & Conditions:

1. Monthly advertising rates are net, and include installation and removal for non-wrap advertisements.
2. A multi-bus discount for exterior advertising applies as follows: 2-4, 5%; 5 or more, 10%.
3. Rates do not include ad design or production. Special production rates are extended to advertisers by Greenlink print partners, with production charges invoiced direct to the Advertiser.
4. Ads must adhere to the Greenlink Advertising Policy.

# Production Costs

Greenlink receives special pricing from area printers to produce bus and bus shelter ads. Invoices for printing are sent from the printer directly to the Advertiser/Agency.

## Exterior

Exterior King & Queen Posters (Coroplast):	\$ 48.95 each
Double King Poster:	\$ 89.35 each
Rear Panel Poster:	\$ 17.50 each
Bus Shelter Poster (8 mil styrene paper):	\$ 39.70 each
Bus Shelter Banner (13 oz. banner):	\$ 47.60 each

## Interior

Interior Large Package (5 placards):	\$ 48.75
Interior Standard Package (5 placards):	\$ 27.25

## Graphic Design

Graphic design assistance is available at a rate of \$85 per hour.

## Art Charges

An \$85 per hour art charge will apply to changes made after approval of proofs.

## Full and Partial Bus Wraps

Upon request, Greenlink will provide advertisers with three local options for production of full and partial bus wraps.





# Greenlink Advertising Policy

**Purpose:** The Greenlink Advertising Policy establishes guidelines regarding transit advertising on GTA/Greenlink buses, bus shelters, and trolleys.

**Customer Service:** Greenlink provides businesses the opportunity to advertise in one of the fastest-growing markets in the nation. Greenlink's buses are moving billboards, each one covering an average of nearly 200 miles per day and 5000 miles in a month. Greenlink's 60 bus shelters offer more opportunities for businesses to promote their brands to Greenlink riders and the general public.

**Remuneration:** Greenlink ad spaces may be purchased for a minimum of one month. One-half of the payment is due at the beginning of the Agreement, with the remainder due halfway through the Agreement, or in monthly or quarterly installments as agreed upon by Greenlink and the Advertiser.

**Criteria:**

- A. All rates are net and include ad space, installation and removal of non-wrap advertisements. Greenlink staff is responsible for the installation and removal of non-wrap ads.
- B. Greenlink reserves the right to refuse any advertisement it determines to be in violation of local community standards as determined by Greenlink, including advertisements that are deemed vulgar, distasteful, obscene, offensive, false, misleading, or otherwise objectionable. Greenlink will not accept any advertising that is religious in nature or any political advertising, including but not limited to advertisements for political candidates, parties, and nonpartisan campaigns. Greenlink will not accept advertising for causes which are determined to be of a controversial or disruptive nature, in the sole reasonable judgment of Greenlink. No advertising for alcoholic beverages, beer, or wine shall be accepted or appear on any advertising placed on buses or shelters.
- C. Any advertisements delivered to Greenlink which do not meet published specifications will not be placed by Greenlink. Any production costs of unplaced advertisements shall remain the responsibility of the customer. Greenlink is not responsible for any expenses incurred by the customer in production of advertisements which do not meet the published specifications.
- D. All advertisements must be approved by Greenlink before being placed in public view, including review of final artwork. Greenlink reserves the right to reject advertising based on community standards and shall not be held liable for any expenses incurred by the customer or its agency in design, production, or other costs for rejected advertising.
- E. Full wraps must include the Greenlink logo in the top right corner of the bus, and on both sides of the bus where the logo presently is located.
- F. Rates are subject to change without notice.
- G. Greenlink cannot guarantee that specific buses will remain on specific routes for the duration of the advertising campaign. Greenlink will try to satisfy the clients' geographic requests, but due to repair and maintenance issues, buses cannot be guaranteed to service specific routes.
- H. Greenlink reserves the right to move non-wrap ads between buses when repair and maintenance issues require the ads to be moved. Greenlink will notify the Advertiser of such change.