2021 MEDIA KIT
Advertise with Mountain Line

EXTERNAL BUS ADS | INTERIOR BUS ADS | BUS SHELTER ADS

MARKETING@BUSRIDE.ORG
MOUNTAIN LINE TRANSIT | 420 DUPONT ROAD, MORGANTOWN, WV 26501 | 304.296.3680
Transit media gets up close and personal with your consumers. Both users of public transportation and commuters within the city, as well as anyone else in the vicinity of these vehicles, become targets of the advertisements. Because they’re not stationary, transit advertisements have the opportunity to reach more people than other forms of media.

**Mountain Line**

Our organization consists of 39 buses and service vehicles and 65 employees. Mountain Line is a non-profit government organization - the second largest transit authority in West Virginia.

We currently run 24 local routes plus our Grey Line, that runs daily trips 365 days per year to Pittsburgh, Waynesburg, Washington, Fairmont, and Clarksburg.

Our fleet includes nine 32 passenger buses, six 31 passenger buses, two 26 passenger buses, seventeen 21 passenger buses, and five 7 passenger vans.

In fiscal year ending 2018 our buses traveled 1,231,136 miles to provide 72,908 hours of service.

**About Your Audience**

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Mountain Line Transit Authority provides public transportation to the residents and visitors of Morgantown and Monongalia County. Nearly 1 million trips are provided annually with an average of 70% being WVU Students Faculty or Staff.

During the Summer months the population of Morgantown is about 30,000, the WVU enrollment is about 30,000. When the University is in full session other employees, and commuters bring the population up to near 90,000.

**Monongalia County**

Population: 105,612*
Median Household Income: $52,455*
Retail Sales Per Capita: $16,033’
Average Daily Commute: 19.8 minutes:
Approximate land area of Monongalia County: 366 Square Miles

**Morgantown**

Population: 30,549*
Median Household Income: 42,966*
Retail Sales Per Capita: 34,885’
Average daily Commute: 22.9 minutes

**WVU Enrollment:** 29,933

*Data collected from www.census.gov and the 2019 WVU Systems Enrollment
High Visibility
Our buses serve the 300+ square mile area of Monongalia County and Morgantown, West Virginia. The buses are rotated through different routes, so your advertisement will be seen throughout our entire service area. Your advertisement could achieve a Daily Effective Circulation of up to 16,500 exposures.

Imagine this setting:
Its rush hour in Morgantown, and our bus is sitting in traffic. Your advertisement on both the front and back of the bus could be viewed up to 22 times per minute.

Unbeatable Value & Flexible Terms
Transit advertising is less expensive than many other forms of advertising, and can be more effective too. Rent as many spaces as you want, for as long as you want.

- Your cost per thousand (CPM) could be as low as seven cents!
- Longer contracts result in lower monthly payments
- Non-profit and not-for profit organizations receive a 10% discount

* Visibility, DEC and CPM based on 2017 traffic data for two way traffic in Monongalia County.
# BUS SPACE PRICING

<table>
<thead>
<tr>
<th></th>
<th>1-6 Months</th>
<th>7-11 Months</th>
<th>12+ Months</th>
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</thead>
<tbody>
<tr>
<td>Bike Rack/Rear Panels</td>
<td>$110</td>
<td>$104.50</td>
<td>$93.50</td>
</tr>
<tr>
<td>Interior Ad Cards</td>
<td>$55</td>
<td>$52.25</td>
<td>$46.75</td>
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Above rates are per month per bus and do not include the production costs.

## PRODUCTION COST

- **Bike Rack Ad**: $75 + $25 Set Up
- **Rear Panel Ad**: $110 + $20 Set Up
- **Interior Ad Card**: $15 + $20 Set Up

Production/Installation/Removal Charges – per unit, with camera ready art provided – based on 1 unit.

### Example for 12 Interior Ad Cards for 6 Months

12 x $55 = 660 (x6 months) = $3960  
Plus Printing: $15(12) = $180 + $20 setup  
**Total** = **$4160**
Mountain Line has many shelters available for advertising.

Shelters marked in red are managed by MSS Media.

If you are interested in one of these location contact MSSmedia at: 305-358-8868 or sayhello@MSSmedia.com

Evansdale McDonald’s | Unity Manor | Law School Drive