

Let METRO Drive Your Sales

Monna Franks, Advertising Sales Manager

Akron METRO/SARTA/PARTA/Medina Co. Public Transit

monna.franks@akronmetro.org

Direct: 330.564.2224

Fax: 330.762.0854



Why Advertise on METRO?

1. **METRO bus ads reach a wide audience.** Thousands of people look at bus ads every day. Your message will travel past all demographic groups over a wide geographic area. The majority of the audience is greater Summit County area residents and commuters.
2. **METRO buses go where people go.** Each day, METRO buses spend 18 hours on the road, traveling throughout Summit County. Almost every bus passes through downtown Akron an average of 23 times daily.
3. **METRO gets you noticed.** Exterior bus ad space is offered in three categories: King, Queen, and Tail Light. The back of the bus offers exclusive visibility and longer exposure to an audience of mostly drivers.
4. **Bus ads repeat your message over and over.** Repetition is a key factor in any successful advertising campaign. Bus ads build exceptional recall because they're seen by drivers and pedestrians who are actively looking at their surroundings every day.



METRO Coverage

Routes:

- 37 total routes
- 4 neighborhood circulator routes
- 1 free downtown Akron circulator (the DASH)
- 5 town center routes
- 2 express routes to downtown Cleveland
- 1 route to Akron-Canton Airport
- 6 zone buses with special late-night service on 7 bus routes for second and third shift workers

Downtown Coverage

29 central business district routes/8-32 times each weekday

- Akron Art Museum
- Akron Children's Hospital
- Cleveland Clinic Akron General Medical Center
- Akron-Summit County Public Library
- Canal Place
- Cascade Plaza
- Federal/local government buildings
- Quaker Square
- Summa
- The University of Akron

Suburban Coverage

Routes serve all major suburbs, including:

- Barberton
- Cuyahoga Falls
- Fairlawn
- Green
- Hudson
- Macedonia
- Munroe Falls
- Northfield
- Norton
- Stow
- Twinsburg
- Tallmadge



Shopping Center Coverage

Most major shopping centers and malls in the Akron/Summit County area:

- Cascade Plaza
- Chapel Hill Mall
- Summit Mall
- State Route 82 Plaza
- Norton Plaza
- Magic City Plaza
- Montrose Shopping Area
- South Arlington Road Shopping Center
- Twinsburg Town Center Marketplace
- Tri-County Plaza
- Rolling Acres commerce area

Medical/Professional Facilities Coverage

METRO bus routes serve virtually all of the principal medical facilities in Summit County, including:

- Cleveland Clinic Akron General Medical Center (main campus plus Edwin Shaw Hospital for Rehabilitation)
- Summa Health System (Akron City Hospital, St. Thomas Hospital, Western Reserve Hospital)
- Akron Children's Hospital
- Barberton Citizen's Hospital

Special Services Coverage –

91 paratransit METRO SCAT buses for transporting older adults and persons with disabilities



Population Served

Akron	198,329
Barberton	26,340
Copley	17,304
Cuyahoga Falls	49,287
Fairlawn	7,429
Green	25,868
Hudson	22,389
Macedonia	11,469
Munroe Falls	5,025
Norton	12,054
Stow	34,765
Tallmadge	17,459
Twinsburg	18,820

18-64 Years	87%
Women	55%
Men	45%
White	37.9%
African-American	58%
Hispanic	1.2%
Other	6.9%

Total = 446,538



Reach

Fleet	231 Buses
Service Area Square Miles	419
Average Annual Ridership	5.4 Million
Average Daily Revenue Miles (Weekday)	20,436
Average Daily Revenue Miles (Saturday)	5,974
Average Daily Revenue Miles (Sunday)	3,750



How Do I Make a Sign?

1. **Plan your message.** Planning your vision will help the designer and printer understand what you want. You can try creating a rough sketch and incorporate text, photos, logos, etc. How much you can fit on your sign depends on the size you choose.
2. **Pick your size.** Choose the sizes and quantities of the sign based on your budget. Have questions about cost? Give us a call!
3. **Design your message.** Reference the helpful tips on the following page and you're on your way to production. If you're not a designer, don't worry! We can provide design services to you; all you have to do is ask.

Tips

Keep it simple.

- Use as few words as necessary.
- Use large type. Some people will be reading your sign from a distance.

Make it fit.

- Keep all text and logos within 1-1/2" from all four sides of the sign frame.
- Background can be extended to all edges.

Be creative!

- Reverse copy on dark or brightly colored backgrounds is very effective on METRO buses, which are primarily white.

Letter Height	Readable Distance for Maximum Impact	Maximum Readable Distance
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
10"	100'	450'
12"	120'	520'
15"	150'	630'
18"	180'	750'
24"	240'	1,000'
30"	300'	1,250'

Note: Distances will vary approximately 10% with various color combinations. Maximum distance is in color with red or black on a white background.

5,280' = 1 mile

Exterior Signage



Full Wrap



King Kong



King Size



Queen Size



Full Back



Tail Light



Interior Signage



Interior



FAQs

Can I advertise on a specific route?

No, you cannot. METRO buses travel different routes daily and we cannot designate specific buses for specific routes.

How far in advance should I contact you to get ads on buses?

Your sign can be posted in as early as seven days, depending on availability and whether or not your sign has already been designed. However, there are times during the year when inventory is full, so it's best to plan ahead and reserve your space in advance.

What is the shortest length of time I can advertise?

One month.

How long does it take to get the signs printed and posted on the buses?

From the time the production order is placed with the printer, it will take about 5-7 business days for the signs to be printed, delivered and posted.

What are GRPs?

Gross Rating Points, or GRPs, are the total number of impressions delivered by a media schedule, expressed as a percentage of a market population. Common to all media, in out-of-home advertising, a GRP level is referred to as a showing size.

How does billing work?

Invoices are sent the first week of the month and all production is billed with the first month's invoice.

Who should I contact to get a quote?

Monna Franks, Advertising Sales Manager at 330.564.2224 or monna.franks@akronmetro.org.

