



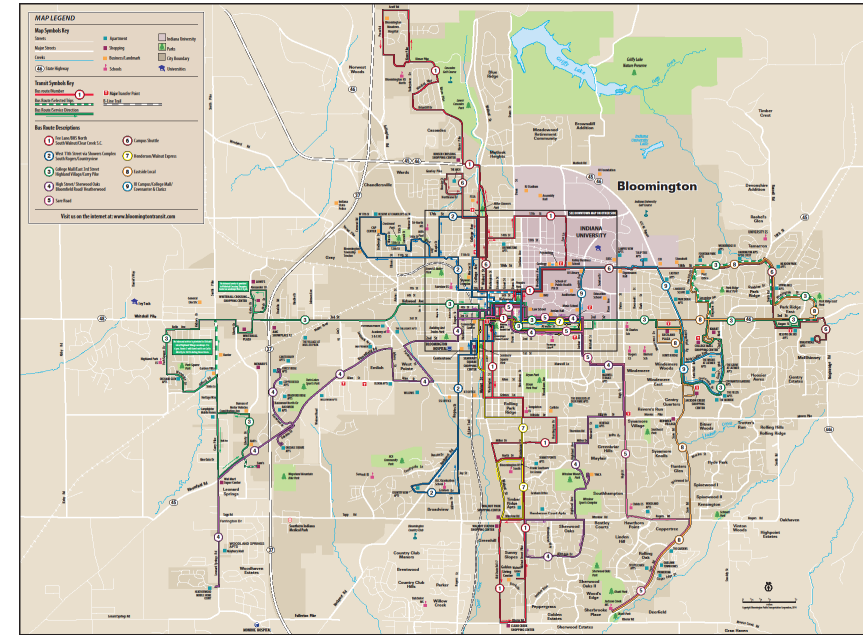
Bloomington Transit

BLOOMINGTON TRANSIT



Buses travel where no other outdoor advertising exists, taking your message directly to your audience.

- **Annual Ridership:** 3.1 million riders per year
- **Miles Driven:** 1,191,376 miles per year
- **Routes:** Buses cover downtown Bloomington and Indiana University
- **Media Tactics:** Variety of exterior & interior bus signage available



TRANSIT MARKETING TRANSIT FORMATS



King Panels



Queen Panels



Tail Panels



King Kongs



Queen Kongs



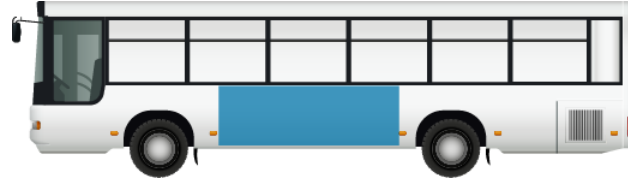
Full Wraps



Available Media Formats



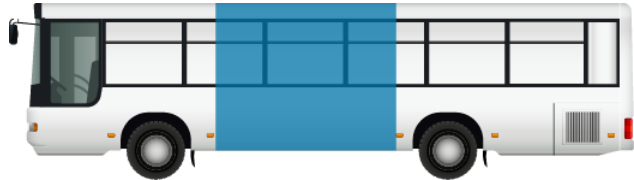
Full Bus Wraps – Own The Entire Bus!



King Panels – Driver Side Panels below Windows



Bike Rack Panels – Located on the Bike Rack



King & Queen Kongs – Driver/Passenger Side Half-Wraps



Queen Panels – Passenger Side Panels below Windows



Tail Panels – Located on the Back of each Bus



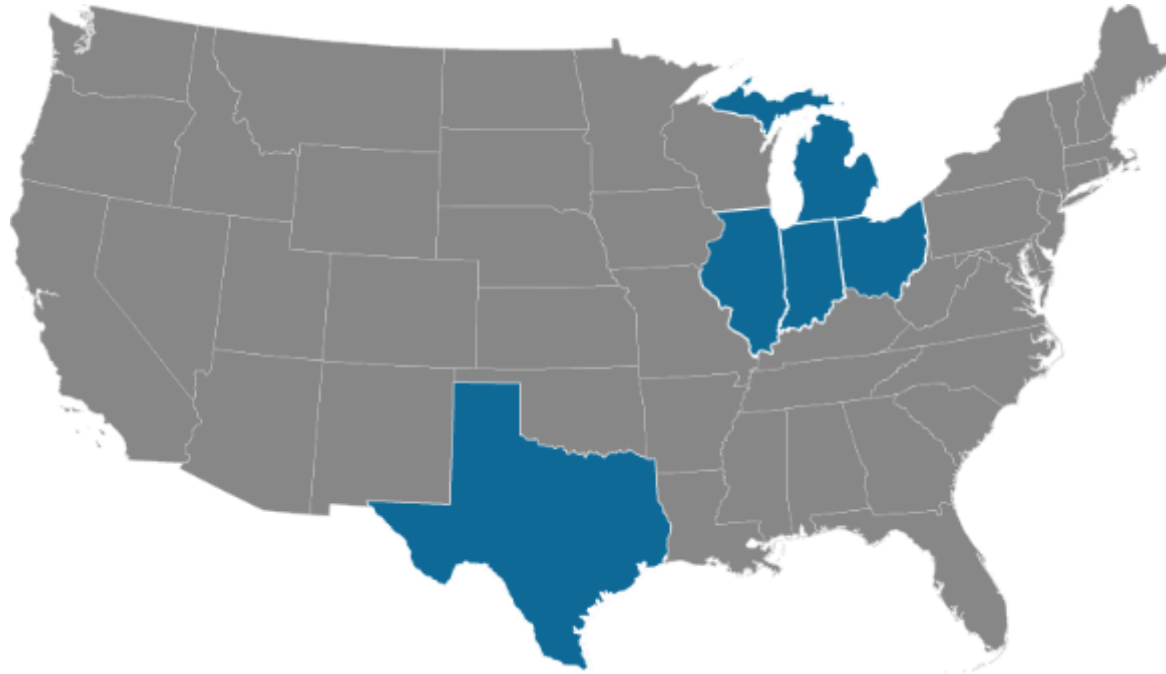
Interior Car Cards – Located along the side of the Bus & above the exit



Michelangelo Interiors – Located on the Ceiling of the Aisle

TRANSIT MARKETING

AVAILABLE FORMATS BY MARKET



Media	Bus	Paratransit	Motorcoach	Rail	Shelters
ILLINOIS					
Chicago			●	●	
Quad Cities	●				
Quincy		●			
INDIANA					
Bloomington	●	●			
Crown Point		●			
Evansville		●			
Ft. Wayne		●			
Gary	●	●			●
Indianapolis		●			●
Lafayette		●			
Michigan City		●			
South Bend	●	●			●
Terra Haute	●	●			
Valparaiso		●			
Vincennes		●			
OHIO					
Sandusky		●			
Toledo		●			
MICHIGAN					
Kalamazoo	●	●			
TEXAS					
Abilene	●				
Dallas-Ft Worth	●				
San Antonio	●				



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