



**ESCAMBIA COUNTY AREA TRANSIT**

# MEDIA KIT



1515 WEST FAIRFIELD DRIVE, PENSACOLA, FLORIDA 32501  
844-766-7519 OR 850-595-3228 EXT. 1230  
ECAT@CO.ESCAMBIA.FL.US • WWW.GOECA.COM

# ADVERTISE WITH EYE POPPING RESULTS



## LOOKING TO INCREASE EXPOSURE FOR YOUR BUSINESS?

Advertise with Escambia County Area Transit (ECAT) to get your business seen in a unique way that will leave lasting impression on the local community. We offer several placement options for high-visibility advertisements, including exterior bus wraps, interior bus cards, and bus stop bench and shelter ads.



### BENEFITS OF ADVERTISING WITH ECAT:

- Bus wraps serve as rolling billboards that will get your ad seen across town
- Stationary ads are placed in high-traffic areas for increased visibility
- Interior bus ads reach a high volume of riders on a frequent basis



### THE STATS (As of January 2016)\*:

- Annual Bus ridership - 1.3MM
- Population of Escambia County - 306K
- Population of Pensacola - 52K
- Benches - 263
- Shelters - 53
- Buses - 32

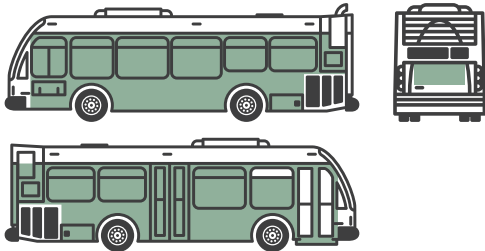
\*Numbers subject to change

# EL DORADO BUSES

## SIZES:

- Full Wrap
  - Both Sides and Small Tail Section
- Half Wrap
  - One Side

### FULL WRAP



### HALF WRAP



# GILLIG BUSES

## SIZES:

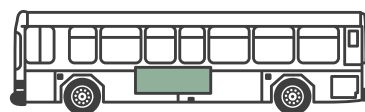
- Full Wrap
  - Both Sides and Small Tail Section
- Half Wrap
  - One Side
  - 33' x 8.5'
- King Kong
  - 10.5' x 8.5'
- King
  - 10.5' x 4'
- Queen
  - 5' x 2.25'
- Tail Wrap
  - 6.5' x 1.5'



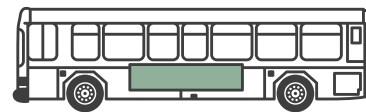
### KING KONG



### QUEEN



### KING



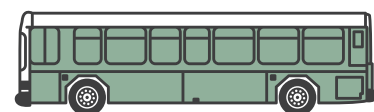
### TAIL WRAP



### FULL WRAP



### HALF WRAP

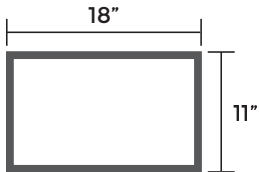




# INTERIOR BUS SIGNAGE

## SIZES:

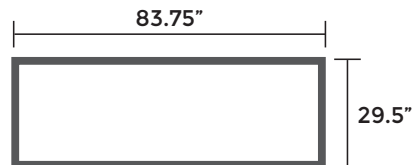
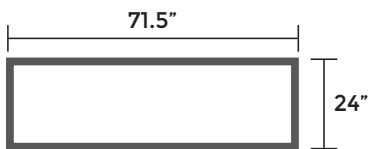
- 11" x 18" card
- 11" x 28" card



# BENCH SIGNAGE

## SIZES:

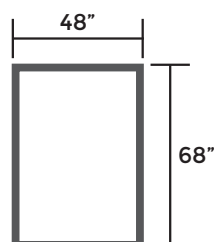
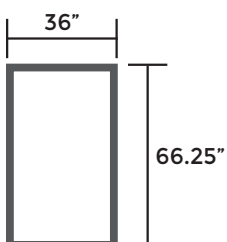
- 24" x 71.5"
- 29.5" x 83.75"



# SHELTER SIGNAGE

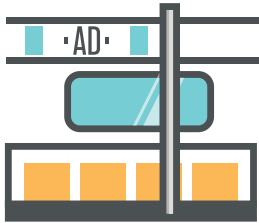
## SIZES:

- Standard Shelter
  - 48" x 68"
- Mid-Style Shelter (2015)
  - 36" x 66.25"





# PRODUCTION SPECIFICATIONS



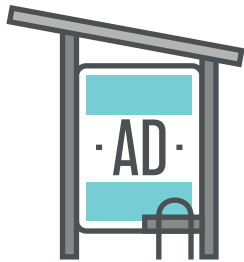
## INTERIOR BUS CARDS:

- Finished Size: 11" x 18" or 11" x 28"
- Live Areas: 10.5" x 17.5" or 10.5" x 27.5"
- Substrate: 18pt outdoor cardboard or .020 polystyrene
- Finishing: Weatherproof/waterproof inks with UV protection
- Overage: >20% overrun is recommended depending on term



## BENCH SIGNS, DEPENDING ON LOCATION:

- Finished Size: 24" x 71.5" or 29.5" x 83.75"
- Live Areas: 19.5" x 67" or 25.5" x 79.75"
- Substrate: Coroplast or .060 polystyrene
- Finishing: Inks and materials must be suitable for 2 years of outdoor exposure. UV coating is preferred and may increase durability and fade resistance.



## SHELTER SIGNS:

- Finished Sizes:
  - Standard Shelters: 48" x 68"
  - Mid-Style Shelters: 36" x 66.25"
- Live Areas:
  - Standard Shelters: 45" x 65"
  - Mid-Style Shelters: 33" x 63.25"
- Substrate: 5-7 mil Backlit polyester, Duratrans/Duraclear or comparable
- Finishing: Weatherproof/waterproof inks with UV protection



## FILE SET-UP:

- 300-600 dpi
- All art bleeds. Any live fonts or images used must be provided
- CMYK color mode
- High resolution PDF's with embedded fonts
- EPS, AI & Photoshop



## FOR ALL ADS:

- Art & copy for all ads must be preapproved.
- Exterior bus advertising will be produced and installed by approved ECAT vendor.

