

CONTACT

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MEDIA KIT 2025





WE'RE GOING PLACES

We're connecting more people to more places more often. In 2023 we reached nearly 1 million boardings. And we're just getting started.

Valley Regional Transit's mission is to leverage, develop, provide, and manage transportation resources and to coordinate the effective and efficient delivery of comprehensive transportation choices to the region's citizens.

AND YOU'RE INVITED.

MARKET OPPORTUNITY

WE LIKE
THE WAY
YOU **MOVE.**

20 routes connect people across Boise, Caldwell, Nampa, Meridian, and Garden City. With a population growth of 15% in Ada and Canyon Counties since 2018, the opportunity to get all eyes on your brand is here.



“From bus wraps and panels to interior cards, advertising with VRT raised positive awareness of our work and successfully communicated our messages to the public.”

Elizabeth Hoyt, Program Manager, Project Filter



Hop on board.

Valley Regional Transit is Idaho's largest public transit system, providing intercounty services and a variety of specialized options. Our operations are funded through a combination of self-generated revenue and contributions from local and federal government sources.

By advertising with Valley Regional Transit, you're supporting public transportation in the Treasure Valley and helping people get around in more sustainable, affordable, and consistent ways.

Riders notice what's on (and in) the bus.



114,509,015

Average impressions per year for exterior bus advertisements

5,204,955

Average impressions per route per year

893,935

Average impressions per year for interior bus advertisements

57%

Percentage of ad recall rate

"Valley Regional Transit has been a great advertising opportunity for our clients interested in reaching a mass local audience in the greater Boise area. The exterior bus wraps are a recognizable and respected medium that reinforces credibility, builds brand affinity, and rallies excitement within the community."

Spenser Wilson, Senior Manager, Media Strategy, Duft Watterson





MEDIA PLACEMENTS

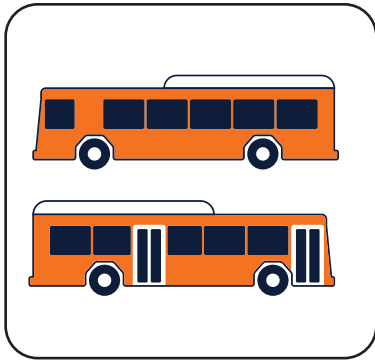
ALL THE ATTENTION ON **YOUR BRAND.**

From wraps to shelter displays to bus benches, there are so many opportunities to show off your best sides (hint: they're all the best).

Choose how you'll get noticed.

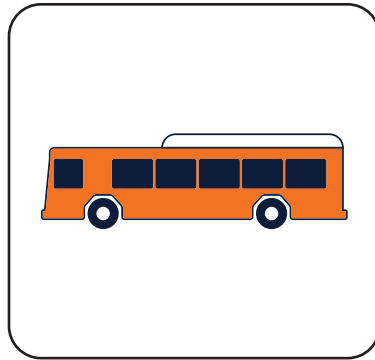
Transit wraps

Put your brand's message on a moving billboard. Our buses rotate between our routes that allow you to connect with your audience across the Treasure Valley.



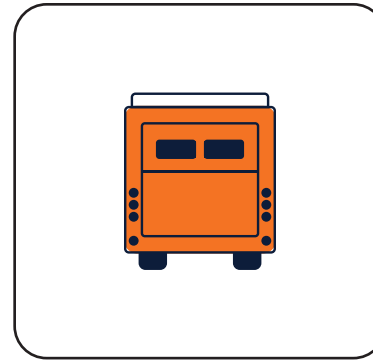
Full Wrap

\$2,337*



Half Wrap

\$1,169*



Full Tail Panel

\$561*



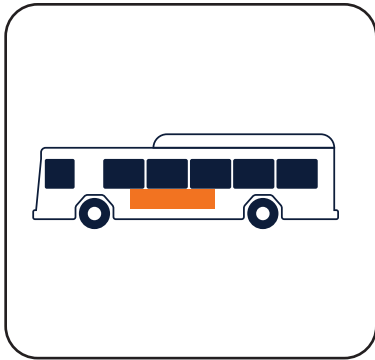
***NET 4-WEEK SPACE FEE**

Based on 1-year term pricing. See page 29 for complete pricing schedule.

Choose how you'll get noticed.

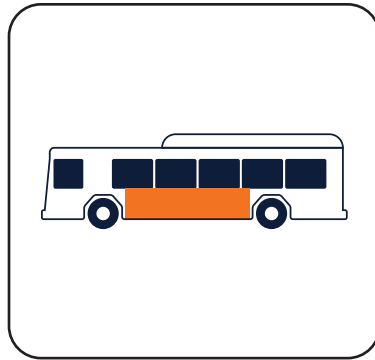
Streetside panels

If a full wrap isn't your style, take your message to the streets with our street facing panel placements.



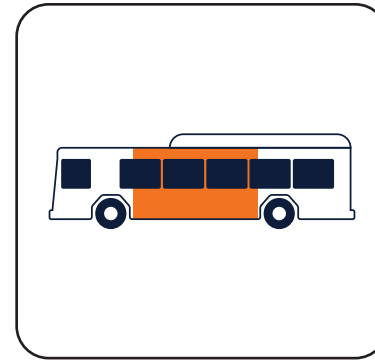
King

\$557*



Kong

\$629*



King Kong

\$654*



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Choose how you'll get noticed.

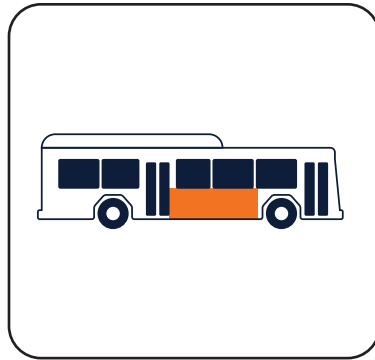
Curbside panels

Don't forget our curbside options, which reach your audience as they're walking to work, lunch, or waiting at one of our bus stops.



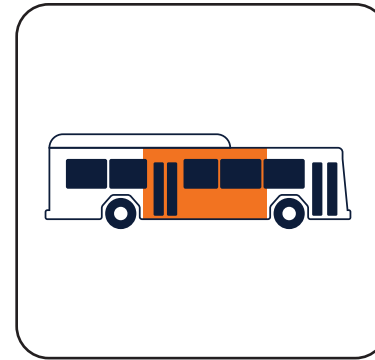
Queen

\$459*



Empress

\$501*



Queen Kong

\$543*



***NET 4-WEEK SPACE FEE**

Based on 1-year term pricing. See page 29 for complete pricing schedule.



Choose how you'll get noticed.

Transit interior

Interior placements are a great way to get your audience's attention while they are on their way to their destination.



Interior Posters

11" x 17": \$125* | 11" x 30": \$134*



Interior Bus Digital Screen

Static: \$1,000* | Video: \$2,000*



Interior Ceiling

\$751*



Interior Floor

\$417*

***NET 4-WEEK SPACE FEE**

Based on 1-year term pricing. See page 29 for complete pricing schedule.

Choose how you'll get noticed.

Benches and shelters

Another great way to get your message out there is a bus stop bench or transit shelter takeover. Attention grabbing from the street, curb, and to bus riders waiting for pickup.



Bus Stop Benches

\$100*



Bus Shelter Wrap

\$596*

***NET 4-WEEK SPACE FEE**

Based on 1-year term pricing. See page 29 for complete pricing schedule.



How we protect your brand.

Although we welcome content from many industries, we do not accept advertising that promotes or depicts the sale, rental, use of, participation in, or images of products and services related to alcohol, tobacco, cannabis, or firearms.

Read the full advertising policy at
rideVRT.org/ad-policy

- | | |
|---|--|
| ☒ Alcohol | ☒ Cannabis |
| ☒ Tobacco | ☒ Firearms |

HOW TO HELP YOUR BRAND SHINE.

1. Keep messaging simple, short, and sweet.
2. Opt for multiple touchpoints.
3. Have a clear call to action.
4. Include interactive features like QR codes.
5. Choose brightly-lit, high-quality photography.



We have options.

2025 Rates

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NET 4-WEEK SPACE FEE

PRODUCT WRAP	PRODUCT NAMES	SPECIFICATIONS	4 WEEKS	12 WEEKS	26 WEEKS	52 WEEKS	PRODUCTION CHARGES
Wrap	Full Wrap	Custom Template	\$3,500	\$2,800	\$2,590	\$2,337	\$10,000
	Half Wrap		\$1,750	\$1,400	\$1,295	\$1,169	\$5,000
	Full Tail Wrap		\$840	\$672	\$622	\$561	\$775
Streetside Panels	King	30" x 144"	\$834	\$667	\$617	\$557	\$550
	Kong	42" x 226"	\$943	\$754	\$697	\$629	\$1,000
	King Kong	98" x 226"	\$979	\$783	\$724	\$654	\$2,500
	Full Side	98" x 476"	\$1,813	\$1,450	\$1,341	\$1,210	\$5,500
Curbside Panels	Queen	30" x 88"	\$688	\$550	\$509	\$459	\$500
	Empress	42" x 144"	\$750	\$600	\$555	\$501	\$600
	Queen Kong	98" x 226"	\$813	\$650	\$601	\$543	\$2,500
	Full Side	98" x 476"	\$1,563	\$1,250	\$1,156	\$1,044	\$5,500
Tail Panel	Tail Panel	20" x 70"	\$551	\$441	\$408	\$368	\$450
Interior	Interior Poster	11" x 17"	\$188	\$150	\$139	\$125	Quote or you provide
		11" x 24"-30"	\$200	\$160	\$148	\$134	Quote or you provide
	Ceiling	Custom Template	\$1,125	\$900	\$833	\$751	Quote
	Floor		\$625	\$500	\$463	\$417	Quote
	Bus Digital Screens (Static)	:10 static spot looping every 3-5 minutes on 22 bus displays	\$1,000				Quote
	Bus Digital Screens (Video)	:15--:30 video spots looping every 3-5 minutes on 22 bus displays	\$2,000				Quote
Outdoor	Bus Stop Benches	Location Based	\$150	\$135	\$115	\$100	Quote
	Bus Shelter Wrap		\$893	\$714	\$660	\$596	Quote

Special pricing available for qualified nonprofit organizations. Contact us for a quote.

We have options.

Bundle discounts

With discounted bundle options, you can expand your brand further, for less.

BUNDLE OPTION	COMPONENTS	DISCOUNT
Streetside Dominance	King, Kong, King Kong, Full Side	10%
Curbside Combo	Queen, Empress, Queen Kong, Full Side	10%
Indoor Exposure	Ceiling, Bulkhead, Floor, Interior Poster	10%
Outdoor Outreach	Bus Bench, Bus Shelter Wrap, Event Participation	10%
Wrap Variety Pack	Full Wrap, Half Wrap, Full Tail Wrap	20%
Cross-Wrap Combo	Full Wrap, King Kong, Interior Poster, Bus Bench	15%

Special event opportunities

Throughout the year, VRT's bus system supports events like festivals, concerts, and sports, efficiently moving large volumes of passengers in a short time. This creates a unique, high-impact advertising opportunity for your brand. Contact our team to explore upcoming special event advertising options and learn more.



DISCOVER WHERE YOU CAN GO WITH **VALLEY** **REGIONAL** **TRANSIT.**

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