

adsposure
The Transit Advertising People

2026 MEDIA KIT
ALL MARKETS

V2026.01 LAST UPDATED 1/5/26

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ABOUT ADSPOSURE

adsposure

The Transit Advertising People

PARTNERSHIPS IN KEY U.S. MARKETS

A True Partner of Transit Agencies

At Adsposure, public transportation advertising is the only thing we do. It lets us place full focus on our transit authority partners and what is most important to them. We are proud to partner with the following organizations and to make their assets available for advertising.

metro · GO Durham · WRTA · kcATA · TANK Transit Authority of Northern Kentucky · IndyGo · tarc · Victor Valley Transit · dart · Trinity Metro · metro · MetroLink Tulsa



MARKET LEGEND

- Headquarters
- Sales Office
- Fixed Route Buses
- Shuttle Buses
- Shelters
- Benches
- Digital Display
- Rail
- Transit Center

GREATER CINCINNATI AREA

DES MOINES, IA

INDIANAPOLIS, IN

TULSA, OK

DURHAM, NC

LOUISVILLE, KY

HESPERIA, CA

ST. LOUIS, MO

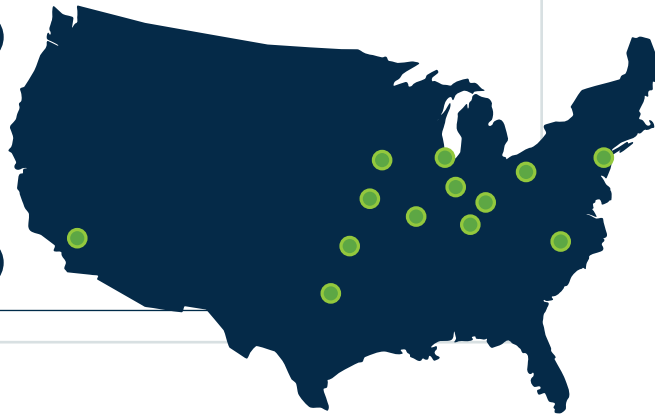
FORT WORTH, TX

KANSAS CITY, MO

YOUNGSTOWN, OH

CHICAGO, IL

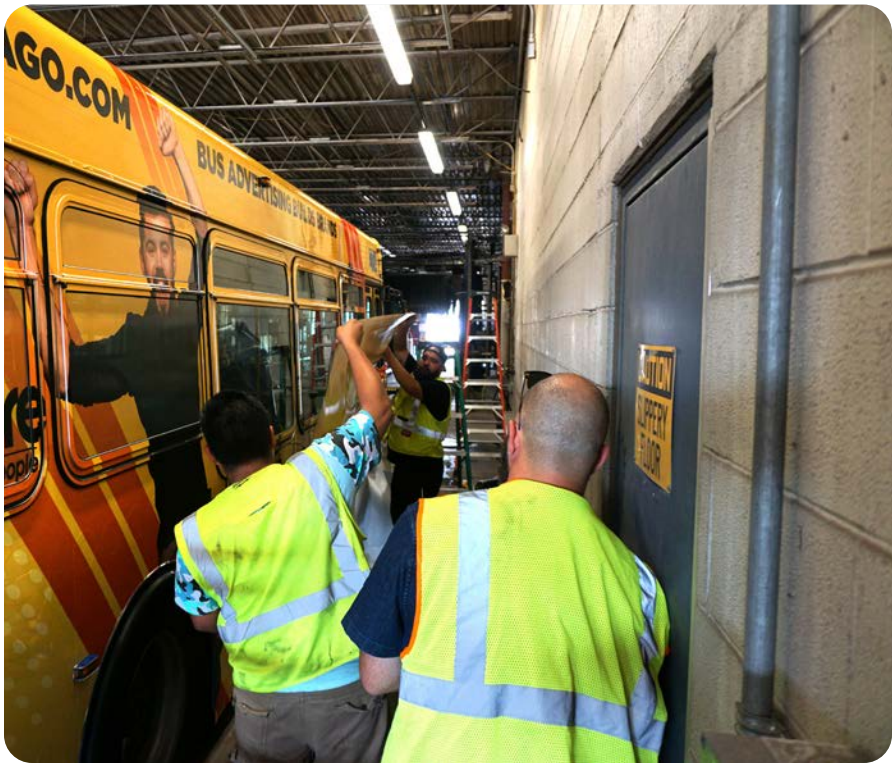
NEW YORK CITY, NY

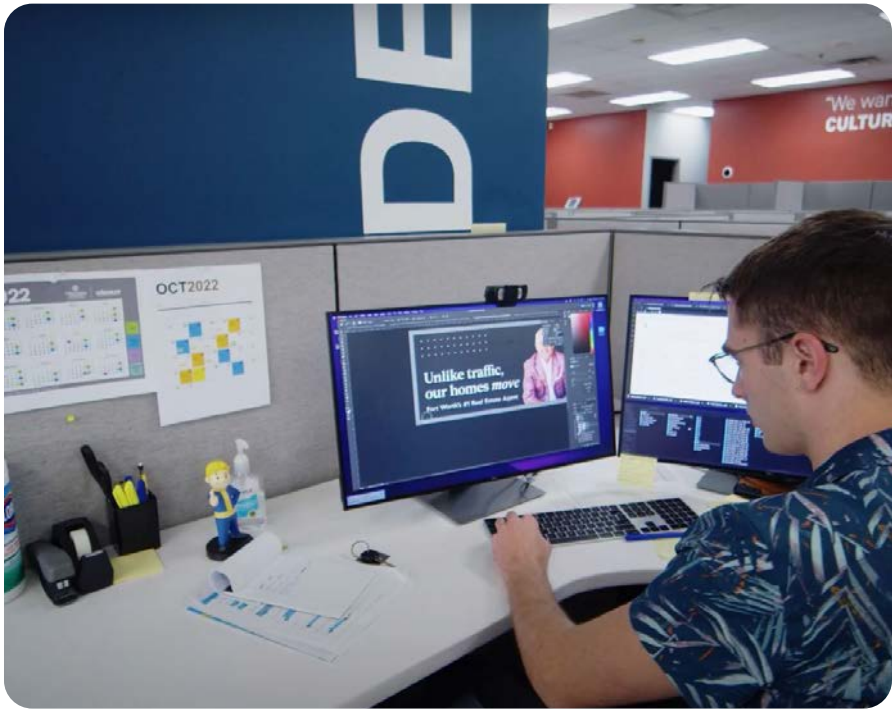


WE HANDLE THE ENTIRE PROCESS

Full Creative Team & File Preparation

Our full creative team specializes in maximizing every inch of available ad space, crafting designs that fit perfectly across buses, benches, and shelters. Whether you need us to develop a concept from scratch or adapt your prepared files, we'll ensure your graphics are executed flawlessly to meet the exact specifications of these unique formats.





Dedicated Account Teams

A great aspect of working with Adsposure, every advertiser will have a dedicated account team, including their Account Executive, who serves as a true OOH media consultant. This team will guide them through every step of the process, from campaign planning and creative execution to post-campaign imagery, possible award nomination and more, ensuring a seamless experience and long-term success.

ADVERTISING THAT ***BUILDS COMMUNITIES***

More than 50% of the revenue generated from ad campaigns on Adsposure-managed transit assets goes directly to our transit agency partners. This funding serves as a vital lifeline, often representing the largest source of non-tax revenue outside of farebox collections. Every ad placed helps these agencies reinvest in things that matter, maintaining reliable services, upgrading infrastructure, and supporting community-focused programs.

- **Public transit connects communities, ensuring access to jobs, healthcare, education, and social connections for everyone.**
- **It keeps cities vibrant and accessible, fostering neighborhood growth that benefits all residents.**
- **Advertisers contribute to affordable, sustainable, and available public transportation through their support.**
- **Your engagement helps strengthen transit options and build stronger communities.**











WHY CHOOSE TRANSIT ADVERTISING

REACH PEOPLE LIKE NOTHING ELSE CAN



Going Where Billboards Can't

Transit ads reach places traditional billboards just don't exist, like suburban streets, residential neighborhoods, and tightly packed urban areas. With unmatched mobility, they allow your brand to connect with local communities in spaces other advertising options can't touch, ensuring your message reaches your audience wherever they are.

It's about reaching the entire community

Transit ads don't just sit in one spot, they move through the market. Whether it's buses cruising through neighborhoods or ads displayed on benches and shelters, they make sure your message is consistently visible to both commuters and pedestrians. Your brand stays top of mind throughout the day, naturally blending into the flow of high-traffic areas.



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WHY TRANSIT IS A CORE MEDIA BUY

It's Creative

Advertising has tons of creative freedom and solutions that get noticed, and allow for campaigns that get noticed and can drive social media engagement.

It's Integrated

Transit's impressive OOH reach makes it great for complimenting other media and extending campaigns.

It's Effective

Transit offers some of the lowest CPM costs among all, and is a leading online activator.*

It's where people live, work, eat, & play

Transit buses and street furniture are positioned where the most people need it the most often. Get in front of the entire market, in core locations, to make sure audiences see your campaign.







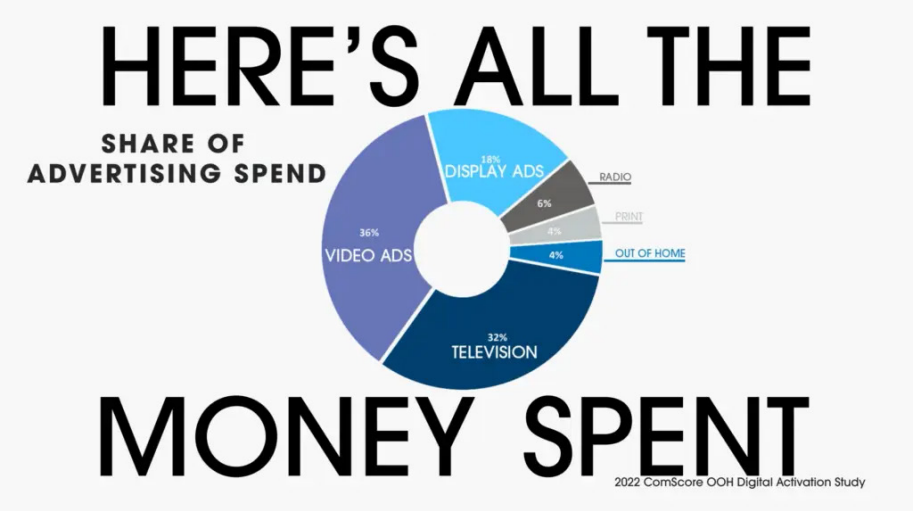
DRIVING ***DIGITAL ACTIVATION***

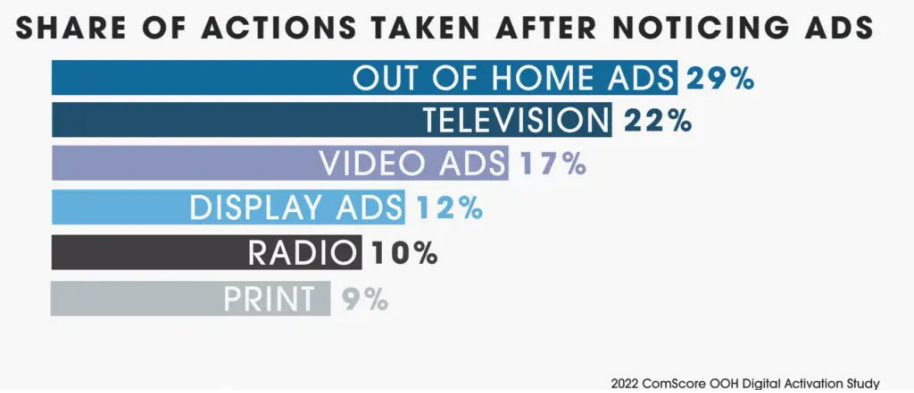
Are you investing in the right advertising medium to drive website traffic and generate online interest for your organization? If Transit Out of Home (OOH) advertising isn't part of your marketing strategy, you're missing out on ad value (OAAA, 2022). Comscore's recent survey confirms that Transit OOH effectively prompts consumer actions—like website visits, lead form completions, and social media engagement—often outperforming other advertising channels relative to spend.

Transit OOH advertising drives key online actions such as website visits and video views at levels much higher than its total spend should ever indicate.

Consumer actions linked to each ad medium were analyzed relative to ad spend, positioning Transit OOH as a highly valuable marketing tool compared to other channels.

LEVERAGE YOUR TRANSIT CAMPAIGN TO DRIVE ONLINE ENGAGEMENT!





LEARN MORE ABOUT THE STUDY ON COMSCORE'S PROVEN ACTIVATION CAUSED BY OOH ADVERTISING

ADSPOSURE.COM/ONLINE-ENGAGEMENT

TARGETING RIDERSHIP ***WHEN IT MATTERS***

Even though the **major impact of transit advertising comes from exterior faces that make a strong marketwide impression**, interior formats play an important role in extending exposure and increasing frequency among riders.

If your campaign or portfolio aligns with ridership demographics, interior formats offer affordable options that reach a captive audience throughout their daily commutes.

Interior formats also work well as extensions of exterior campaigns or during key timeframes with heightened ridership, such as sports championships, festivals, or other major events when additional audiences are present.





Interior Takeovers build brands with unique creative, and are often a hit on social media

AWESOME FOR ***PUBLIC RELATIONS***





Promote Awards, Contests, and Recognition

Looking to share your company's 20th anniversary or promote being a top workplace? Need a way to spotlight award winners, showcase artwork, or celebrate team champions? A bus campaign is a proven way to boost recognition and make recipients proud of their efforts.

Collaborate with our creative team to design a unique program that aligns with your goals, and is a great compliment to your public and community relations strategy.



BIG EVENT ***PROMOTIONS***

High-profile events like championships, festivals, and citywide celebrations are perfect opportunities to attract new customers and expand your reach. These events draw large crowds, making them ideal for impactful advertising that connects your brand with the excitement of the moment. Promoting your business during these peak times helps you engage with a broader audience and create a lasting impression.

Leverage Public Transit for Maximum Event Impact

Public transit plays a key role during major events, with thousands relying on buses, trains, and shuttles to get to and from venues. This increased activity transforms transit systems into high-visibility platforms, ideal for showcasing your brand. By aligning your campaign with the event timeline, transit advertising delivers timely, relevant messaging that connects with attendees in the moment.





TRANSIT ADVERTISING ***PROVEN TO WORK***



In today's media world of cluttered social and digital options and struggling print, TV and radio, it's easy to wonder who sees your ads, when or if at all. Compare this to transit where "mobile" strategies take your message to the market, to the streets and neighborhoods where the people you want to reach live, work, shop and play.

Mobile delivers another level of creativity, tenacity and education… at less cost. And unlike billboards that become part of the landscape and are quickly ignored, mobile literally drives results via fresh eyes and fresh opportunities at every turn, day after day.



EXPERIENTIAL MARKETING ***REMOTE OPPORTUNITIES***

Planning a ribbon cutting, pop-up event, or other activity? Having your wrapped bus on-site can elevate the experience to the next level.

Advertisers running large-format campaigns can also schedule remote or blip events, featuring their bus for up to two hours. Showcasing your fully wrapped bus at a key location or event generates excitement and boosts awareness.

Availability is subject to approval and scheduling by transit agency staff. Our partnerships demonstrate the lasting impact of this powerful form of communication.









AVAILABLE ADVERTISING OPTIONS

60FT ARTICULATED **FULL WRAPS**

Specifically offered with IndyGo's Redline in Indianapolis, the 60-ft articulated buses are perfect for prominent large-format campaigns. These massive advertisements, acting as six ads at once, are impossible to miss on highly targeted routes that pass through key neighborhoods like Broad Ripple. The accordion feature also allows for creative integration into campaign designs.

FORMAT OFFERED IN

CINCINNATI | DES MOINES | DURHAM | FORT WORTH | **INDIANAPOLIS** | KANSAS CITY | LOUISVILLE | N. KENTUCKY | ST. LOUIS | TULSA | VICTOR VALLEY | YOUNGSTOWN



Indiana Fever 60ft Articulated Full Wrap in Indianapolis, IN

LEVERAGING **FULL WRAPS**

Benefit from one full side or both sides for full impact. Wraps allow you to get creative and make the most from every impression. They also work great for remote events and public relations.

Full wraps have a higher upfront production cost to get installed, but the increased impact is often the differentiator that campaigns are looking for.

FORMAT OFFERED IN

CINCINNATI | DES MOINES | DURHAM | FORT WORTH
INDIANAPOLIS | KANSAS CITY | LOUISVILLE | N. KENTUCKY
ST. LOUIS | TULSA | VICTOR VALLEY | YOUNGSTOWN



Fort Worth Zoo Full Wrap in Fort Worth, TX

BUS BILLBOARDS ***STAND OUT***

Large exterior format ads that have a prime location on the side of the bus. Easy to recognize and with endless creative possibilities. These options expand into the windows and offer a powerful option.

FORMAT OFFERED IN

CINCINNATI | DES MOINES | DURHAM | FORT WORTH | INDIANAPOLIS | KANSAS CITY | LOUISVILLE | N. KENTUCKY | ST. LOUIS | TULSA | VICTOR VALLEY | YOUNGSTOWN



Humana Super Kong in Indianapolis, IN

BUS BANNER ADS
BUILD IMPRESSIONS

Bus banner ads come in various formats. These are great locations to leverage key messages at eye-level, and are popular compliments to wide reaching campaigns that are looking for a higher frequency.

FORMAT OFFERED IN

- CINCINNATI
- DES MOINES
- DURHAM
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- YOUNGSTOWN



Texas Health Kong Ad with Trinity Metro in Fort Worth, TX

BUS FULL BACK
REAR ADVERTISING

Full-back rear bus ads offer unbeatable visibility, capturing the attention of drivers, passengers, and pedestrians in traffic-heavy areas. Positioned at eye level, these ads create lasting impressions, making them an effective tool for reinforcing brand awareness and driving engagement.

FORMAT OFFERED IN

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- VICTOR VALLEY
- YOUNGSTOWN



Adventureland Full Rear Ad with DART in Des Moines

BUS SUPERTAIL
REAR ADVERTISING

Supertail rear bus ads offer a standard format that still receives great visibility with high exposure to drivers and pedestrians following the vehicle, particularly in traffic or at stoplights. Their placement ensures extended viewing times, reinforcing brand recall. Additionally, these ads benefit from repeat impressions along high-traffic routes, making them ideal for both urban and suburban markets.

FORMAT OFFERED IN

- CINCINNATI
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- ST. LOUIS
- TULSA
- VICTOR VALLEY
- YOUNGSTOWN



White Castle Supertail ads on TARC in Louisville, KY

BUS
INTERIOR ADVERTISING

Interior cards and Michelangelos can really get the attention of ridership at moments when they can shop, research, and explore online. Interior takeovers make a big brand statement that can really get noticed.

FORMAT OFFERED IN

- CINCINNATI
- DES MOINES
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- ST. LOUIS
- TULSA
- VICTOR VALLEY
- YOUNGSTOWN



Interior ads including Interior Cards and Michelangelo ads with DART in Des Moines

ON DEMAND AND ***PARATRANSIT FORMATS***

If you're looking for a way to market your message to seniors or consumers with disabilities, consider paratransit advertising.

These vehicles still travel market-wide, but will have higher frequency around medical facilities and a local audience.

FORMAT OFFERED IN

CINCINNATI | DES MOINES | DURHAM | FORT WORTH | INDIANAPOLIS | KANSAS CITY | LOUISVILLE | N. KENTUCKY | ST. LOUIS | TULSA | VICTOR VALLEY | YOUNGSTOWN



Optum paratransit banner with RideKC in Kansas City

LOCATION BASED
SHELTER ADVERTISING

Shelter advertising puts you in strategically targeted placements and in high traffic intersections. Taking your message into neighborhoods at a low cost per impression.

Each market has offerings that could be unique to that market, from Rapid Transit Shelters to shelters with vinyl applications and others with traditional shelter posters.

FORMAT OFFERED IN

- CINCINNATI
- DES MOINES
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- ST. LOUIS
- TULSA
- VICTOR VALLEY
- YOUNGSTOWN



DHL Shelter Poster with GoMetro in Cincinnati, OH

STREET FURNITURE
BENCH ADVERTISING

While having limited availability, bench ads constantly generate impressions and work well in coordinated campaigns, because you choose specific locations where your ads will be seen.

FORMAT OFFERED IN

CINCINNATI | DES MOINES | DURHAM | **FORT WORTH**
INDIANAPOLIS | KANSAS CITY | LOUISVILLE | N. KENTUCKY
ST. LOUIS | **TULSA** | VICTOR VALLEY | YOUNGSTOWN



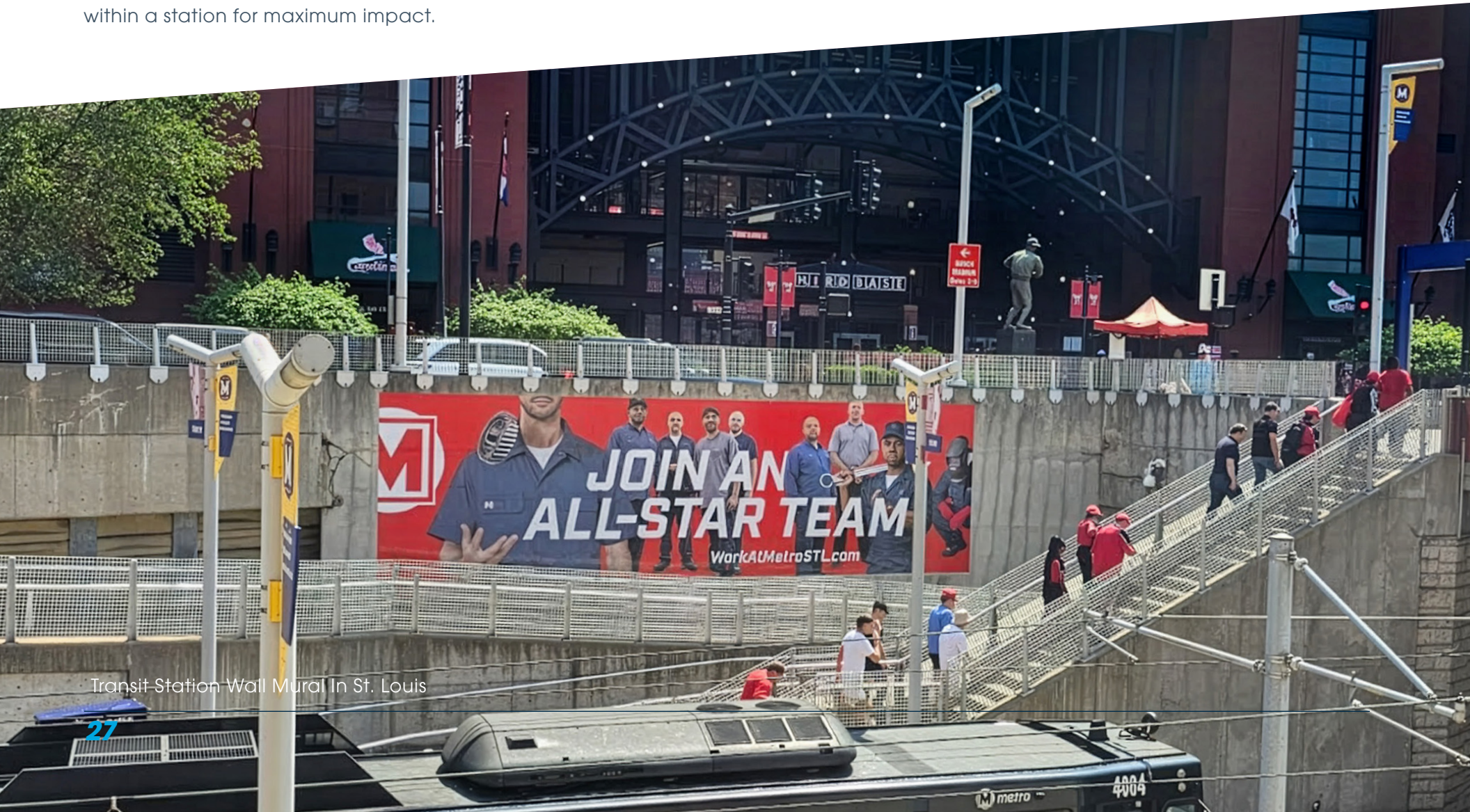
Fort Worth Zoo Bench Ads with Trinity Metro in Fort Worth, TX

TRANSIT STATION **ADVERTISING OPTIONS**

Transit stations offer specialized advertising opportunities, including posters, oversized wall banners, and full wall murals. They also provide "Station Domination" packages, which allow advertisers to customize multiple spaces within a station for maximum impact.

FORMAT OFFERED IN

CINCINNATI	DES MOINES	DURHAM	**FORT WORTH**
INDIANAPOLIS	**KANSAS CITY**	LOUISVILLE	N. KENTUCKY
ST. LOUIS	TULSA	VICTOR VALLEY	YOUNGSTOWN



Transit Station Wall Mural In St. Louis

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AVAILABLE ASSETS IN OUR MARKETS 2026

Market	Bus Exteriors						Bus Interiors				Street Furniture		Demand Response
	Full Wraps	Full Sides	Bus Billboards	Bus Banners	Super Tails	Full Backs	Interior Takeover	Ceiling Banners	Interior Cards	Digital Interior Ads	Shelters Posters	Bench Backs	Paratransit Exterior Ads
Cincinnati, OH	●	●	●	●	●	●	○	○	○		●		
Des Moines, IA	●	●	●	●	●	●	○	○	○		●		○
Durham, NC	●	●	●	●	●	●	○	○	○				○
Fort Worth, TX	●	●	●	●	●	●	○	○	○		●	●	○
Indianapolis, IN	●	●	●	●	●	●	○	○	○	○	●		○
Kansas City, MO	●	●	●	●	●	●	○	○	○		●		○
Louisville, KY	●	●	●	●	●	●	○	○	○		●		○
Northern Kentucky	●	●	●	●	●	●	○	○	○		●		○
St. Louis, MO							○	○	○		●		
Tulsa, OK	●	●	●	●	●	●	○	○	○		●	●	○
Youngstown, OH	●	●	●	●	●	●	○	○	○				○
Victor Valley, CA	●	●	●	●	●	●	○	○	○	○	●		○

What is a Bus “Billboard” or Bus “Banner?”

Because every bus type has sizes that vary in many ways, Bus Billboards are large window covering ads, while banners are smaller rectangular ads that are wide and short.

First Come, First Served

With limited assets, space reservations are on a first-come, first-served basis, and current advertisers get first priority to renew. If you’re interested, reach out right away!

*Asset availability subject to change, contact for latest available assets.

AVAILABLE ASSETS IN OUR MARKETS 2025 CONTIN.

Market	Rail Exteriors			Rail Interiors			Transit Stations			Sponsorships
	Rail Car Wraps	Rail Car Billboards	Rail Car Banners	Rail Car Ceilings	Rail Car Posters	Rail Car Interior Cards	Station Domination	Transit Posters	Station Wall Banners	Custom Ad Solutions
Cincinnati, OH	●				○	○	●	●		○
Des Moines, IA										○
Durham, NC										○
Fort Worth, TX							●			○
Indianapolis, IN							●			○
Kansas City, MO							●			○
Louisville, KY										○
Northern Kentucky										○
St. Louis, MI				○	○	○	●	●	●	○
Tulsa, OK										○
Youngstown, OH										○
Victor Valley, CA										○

What is a “Station Domination?”

Station dominations are custom advertising packages where pillars, interior and exterior facing station windows, floors, and other station surfaces can be wrapped for sponsorship. The exact ad locations and included elements vary by market.

*Asset availability subject to change, contact for latest available assets.

EXAMPLE
BUS ADVERTISING FORMATS



FULL BUS WRAP



FULL SIDE



SUPER QUEEN



SUPER KONG



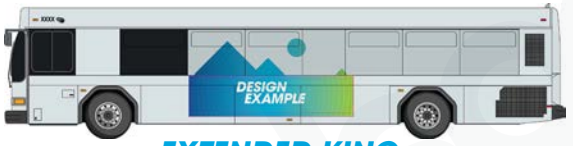
SUPER KING



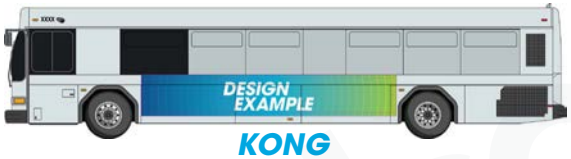
EXTENDED KONG



EXTENDED QUEEN



EXTENDED KING



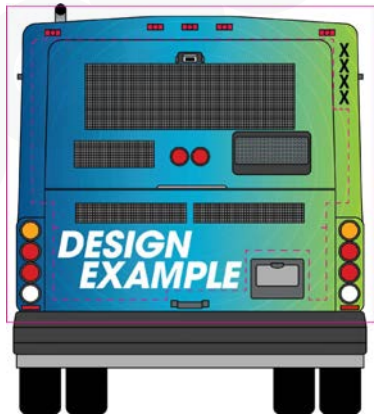
KONG



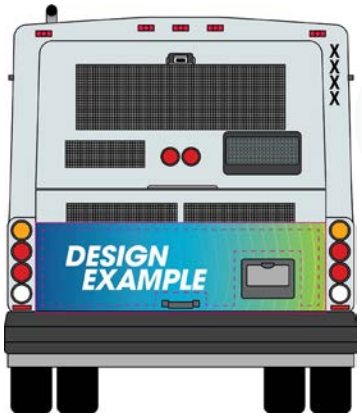
QUEEN



KING



FULL BACK



SUPERTAIL



INTERIOR CARD



INTERIOR CEILING MICHELANGELO

*Ad type-specific sizing, available options, and window coverage vary by market. Request our **specifications guide** for exact measurements and offerings.

EXAMPLE
ADDITIONAL AD FORMATS



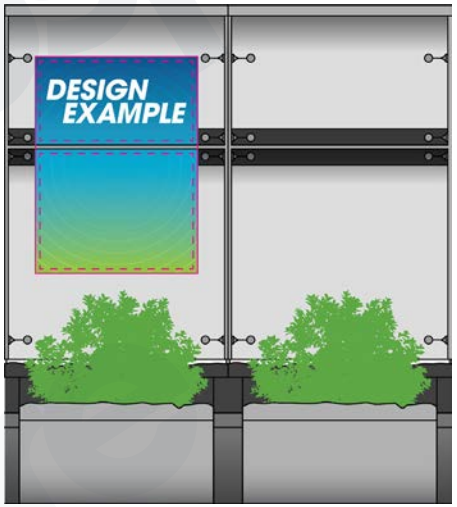
ACCESS FULL SIDE



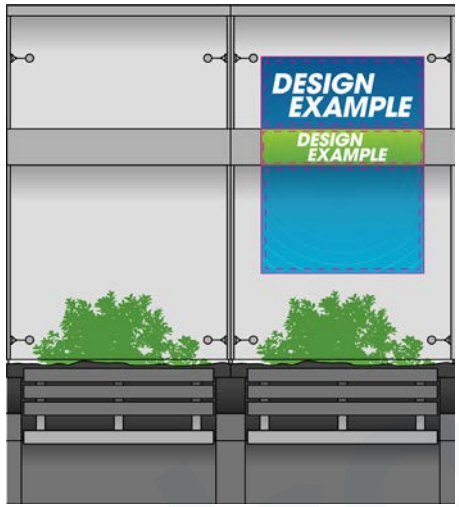
ACCESS KONG



PASSENGER SIDE FT ACCESS KONG



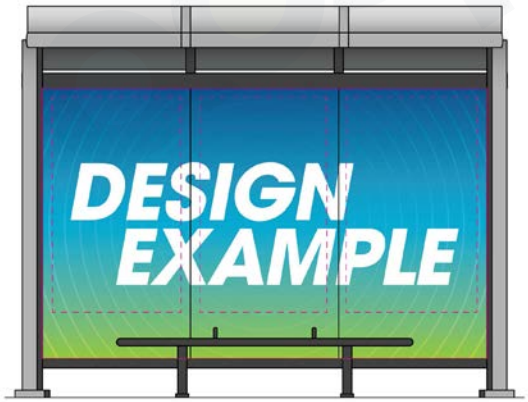
STATION FRONT POSTER



STATION REAR POSTER



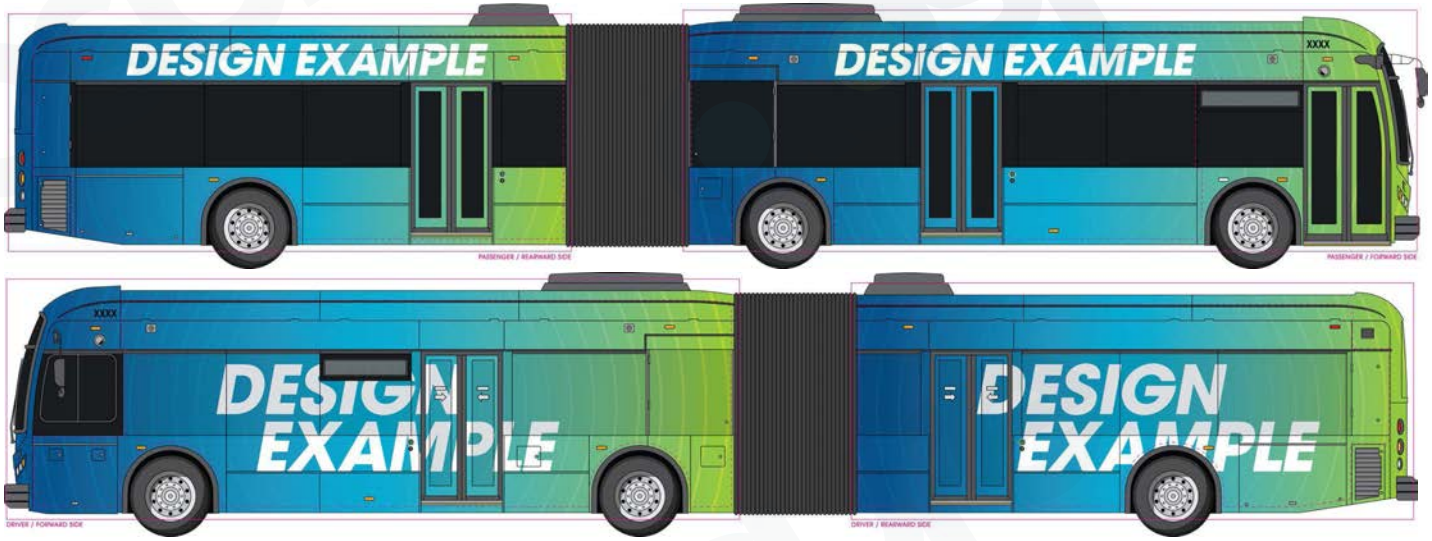
ACCESS REAR AD

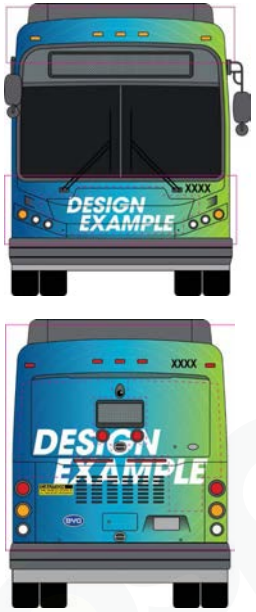


SHELTER 3-PANEL

*Available options, exact sizing, and window coverage vary by market. Request our **specifications guide** for exact measurements and offerings.

EXAMPLE
ADDITIONAL AD FORMATS

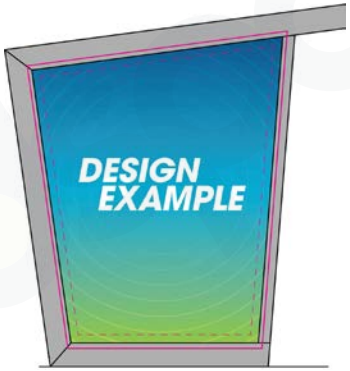




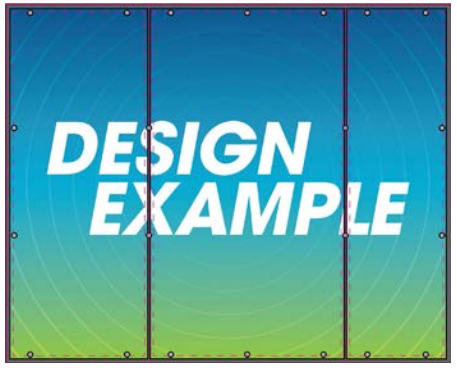
INDIANAPOLIS 60FT ARTICULATED FULL BUS WRAP



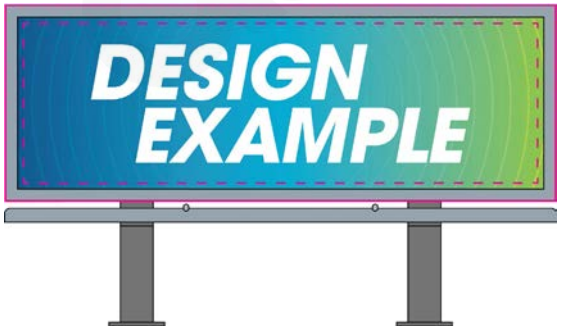
SHELTER POSTER



KANSAS CITY MAX SHELTER



KANSAS CITY TROOST SHELTER



BENCH ADS

*Available options, exact sizing, and window coverage vary by market. Request our **specifications guide** for exact measurements and offerings.

GET SPECIFIC WITH OUR ***SPEC CATALOGS***

Our media kits are a great starting point for understanding general transit options in these markets. However, when you need specific details about available formats or artwork specifications, that's where our Spec Catalogs come in.

These catalogs provide complete sizing specifications and list every ad format currently available in each market.

Our Account Executives Can Send You The Latest Specification Catalogs

Since exact sizing, options, and specifications often change due to vehicle availability, agreements, and advertising policies, we continually update our spec catalogs for each potential campaign. Simply reach out to our team, and they'll provide you with the latest catalog for any or all markets to ensure your campaign planning is seamless.

If you are ready to plan a campaign, get started online at adsposure.com/contact or call 833.645.0275





MARKET DATA

DMA
CINCINNATI

The Cincinnati DMA, ranked 36th by Nielsen, serves a diverse audience with a population of approximately 2.4 million people. The area generates over 353 million weekly out-of-home (OOH) media impressions, making it a prime market for advertising campaigns aimed at high-traffic visibility.

Nearly 40% of commutes in this region take 30 minutes or more, offering extended exposure for transit ads to both drivers and passengers. We are proud to partner with SORTA Metro to offer advertising options on these assets.

MARKET STATISTICS

DMA RANK: **36**
Metro Population: **2.2 Million**
Median Household Income: **$49,191**

TRANSIT SYSTEM ADVERTISING ASSETS

2023 Ridership: **13.1 Million Rides**
Total Buses: **304**
Total Bus Stops: **290**

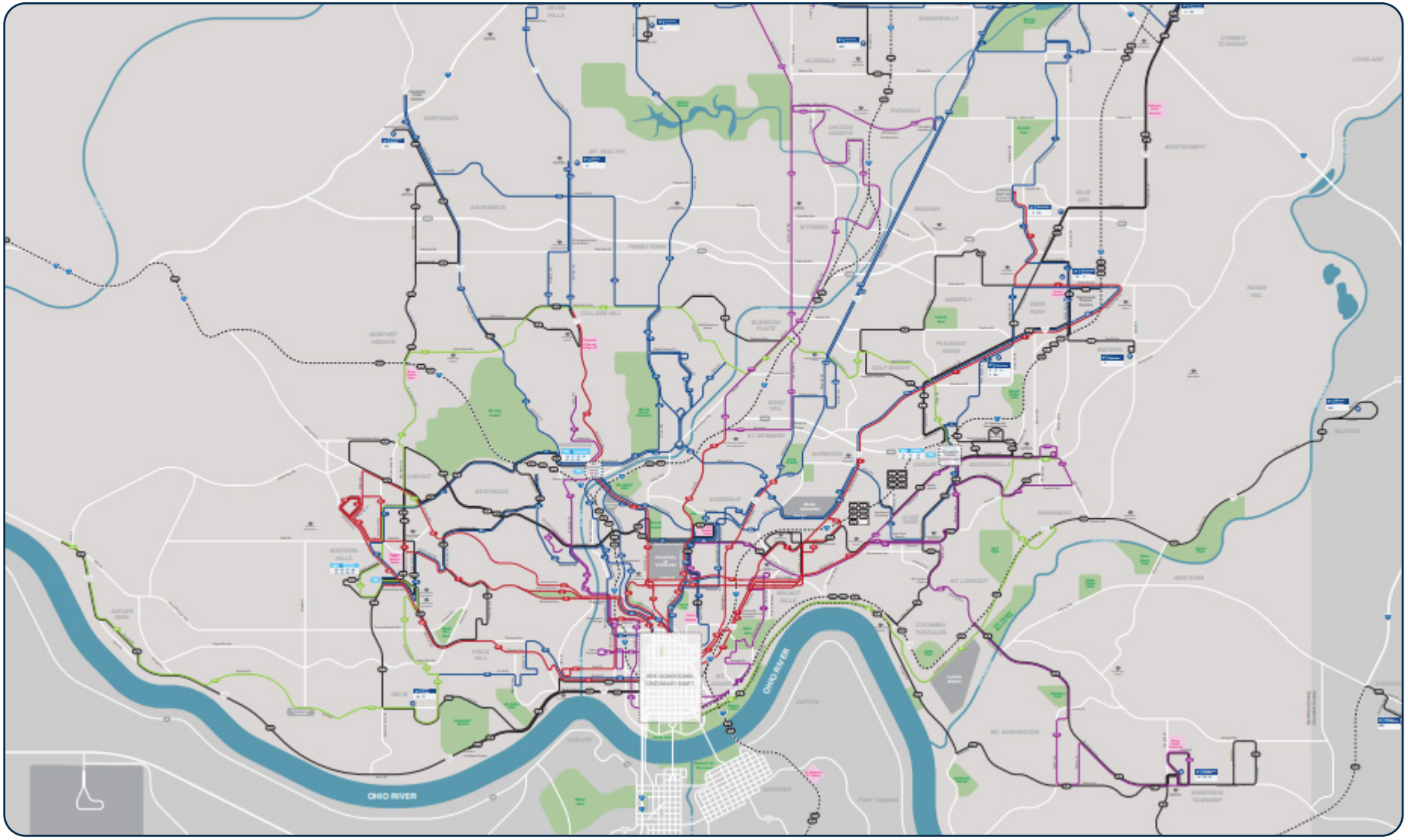
The official advertising partner for

metro



SORTA METRO
TRANSIT MAP

https://www.go-metro.com/uploads/Full%20Map%20Spread_March2023_1.pdf



DMA
DES MOINES

Transit advertising in Des Moines gives you more reach and visibility in the fastest-growing major city in the Midwest. Des Moines is on the move!

Des Moines, Iowa's capital city, is a hub of government and business activity, culture and entertainment. Major employers, particularly in the healthcare and financial services sector, bring a diverse demographic of more than 80,000 daily commuters from a five-county region to downtown Des Moines each weekday.

MARKET STATISTICS

DMA RANK: **70**
Metro Population: **700,000**
Median Household Income: **$62,378**

TRANSIT SYSTEM ADVERTISING ASSETS

6/23 - 7/24 Ridership: **3,504,072**
Total Buses: **150**
Total Shelters: **53**

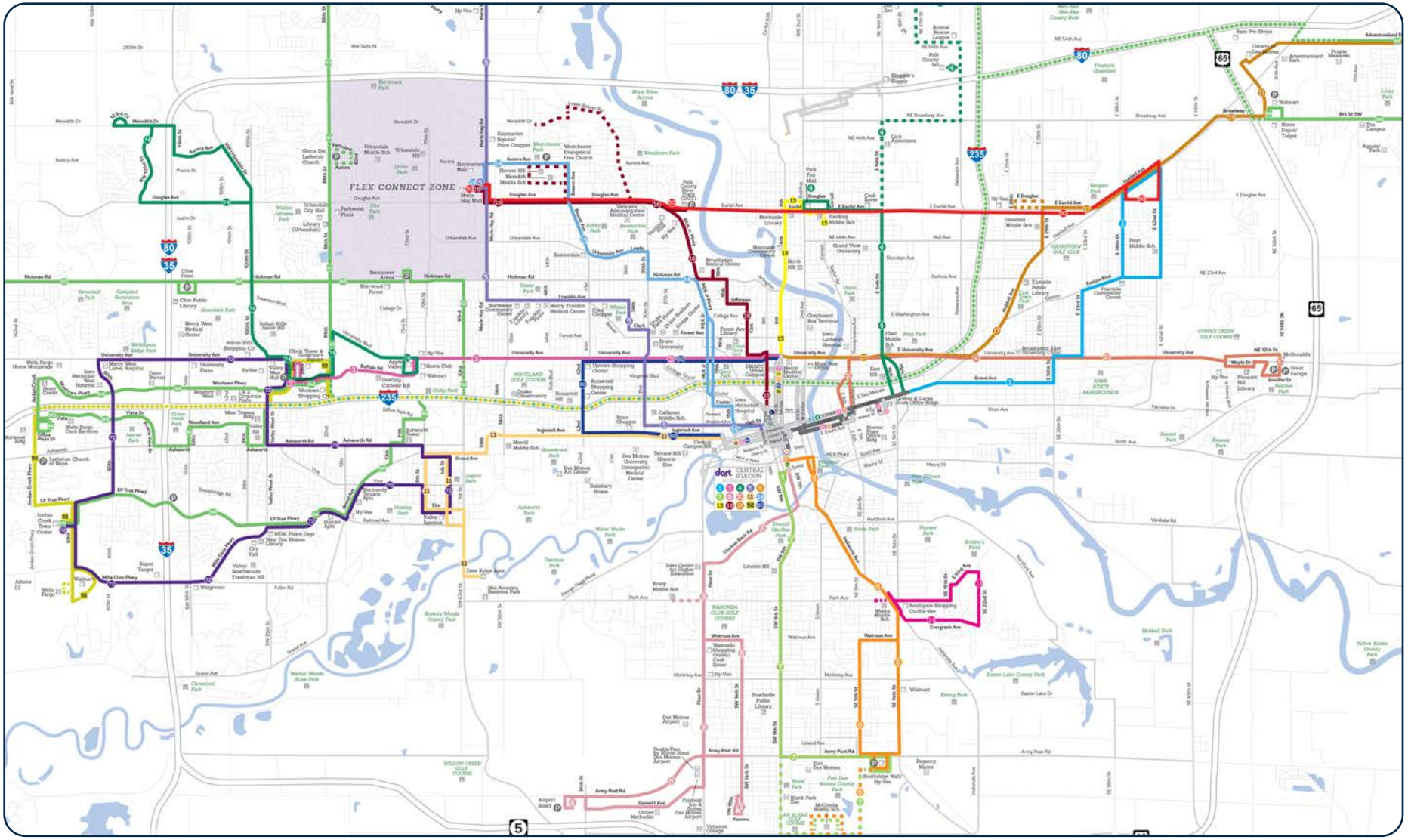
The official advertising partner for

dart



DART
TRANSIT MAP

https://www.ridedart.com/sites/default/files/routes/route-maps/System%20Map%208.2021.pdf



DMA
NORTHERN KENTUCKY

Reach thousands of Greater Cincinnati and Northern Kentucky consumers each day with bus advertising on the Transit Authority of Northern Kentucky (TANK).

More than 2.1M people call Northern Kentucky home. The average commute time for Kenton, Boone and Campbell Counties is just over 22 minutes and all three are in the top 10 of most populated counties in Kentucky. This means your TANK transit advertising will get massive exposure each day as TANK buses surround consumers as they travel for work and play.

MARKET STATISTICS

DMA RANK: **36**
Metro Population: **2.2 Million**
Median Household Income: **$82,694**

TRANSIT SYSTEM ADVERTISING ASSETS

2023 Ridership: **2,092,600**
Total Buses: **123**
Routes Cross into Cincinnati

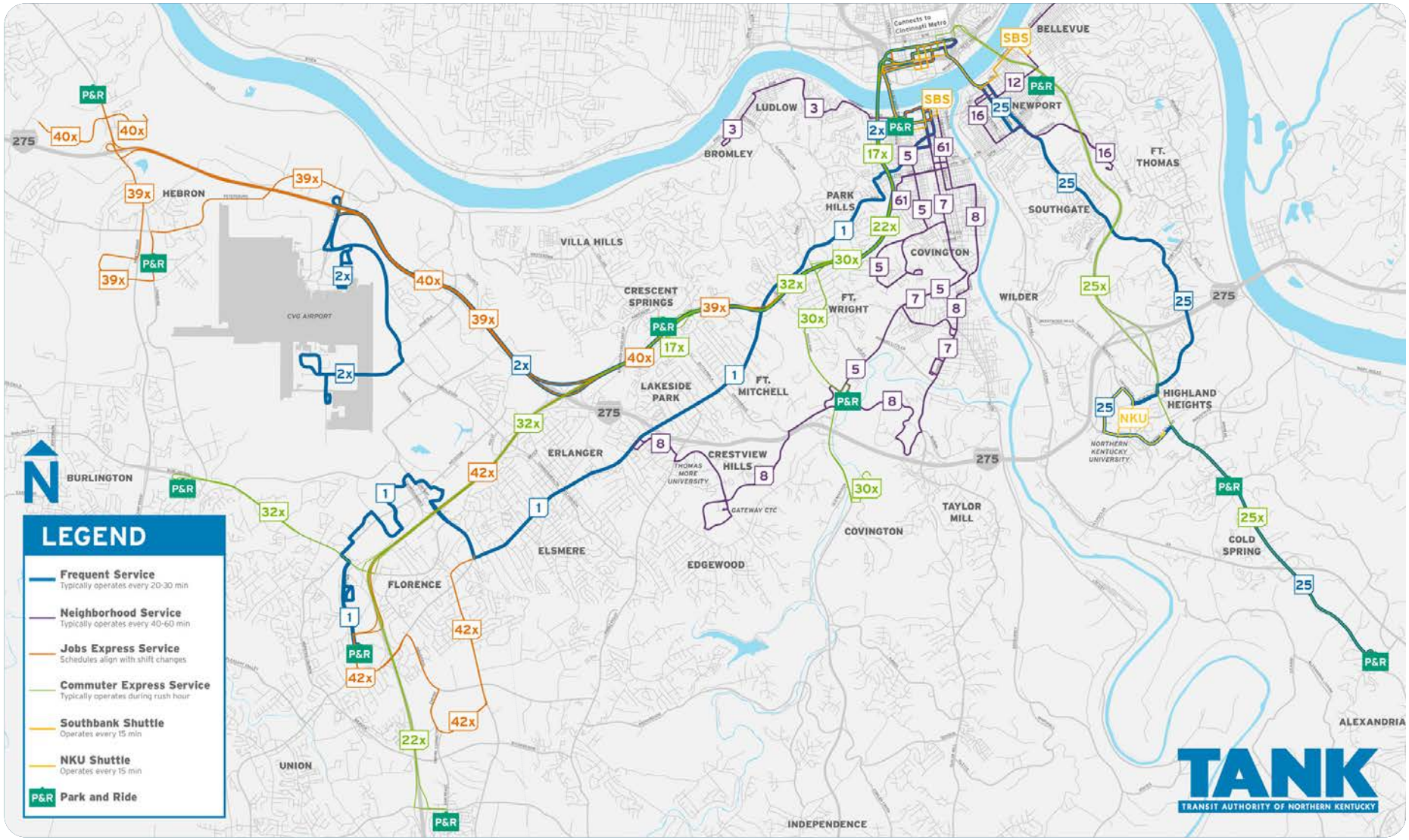
The official advertising partner for

TANK
TRANSIT AUTHORITY OF NORTHERN KENTUCKY



TANK
TRANSIT MAP

https://www.tankbus.org/wp-content/uploads/2022/02/SystemMap_Web.pdf



DMA
INDIANAPOLIS

Indianapolis, Indiana, known as the Crossroads of America, is a city that offers endless possibilities and opportunities for residents and businesses alike. This vibrant metropolis serves as a beacon of economic growth and development, attracting attention from all corners of the globe.

Beyond its economic prowess, Indianapolis also offers an exciting and enriching lifestyle that makes it a prime destination for both residents and visitors. The city is renowned for its passionate sports culture, highlighted by the iconic Indianapolis Motor Speedway and its legendary Indianapolis 500 race.

MARKET STATISTICS

DMA RANK: **26**
Metro Population: **2.2 Million**
Median Household Income: **$59,110**

TRANSIT SYSTEM ADVERTISING ASSETS

2023 Ridership: **6,700,000**
Total Buses: **232**
Total Shelters: **230+**
Total Bus Stops: **4,000+**

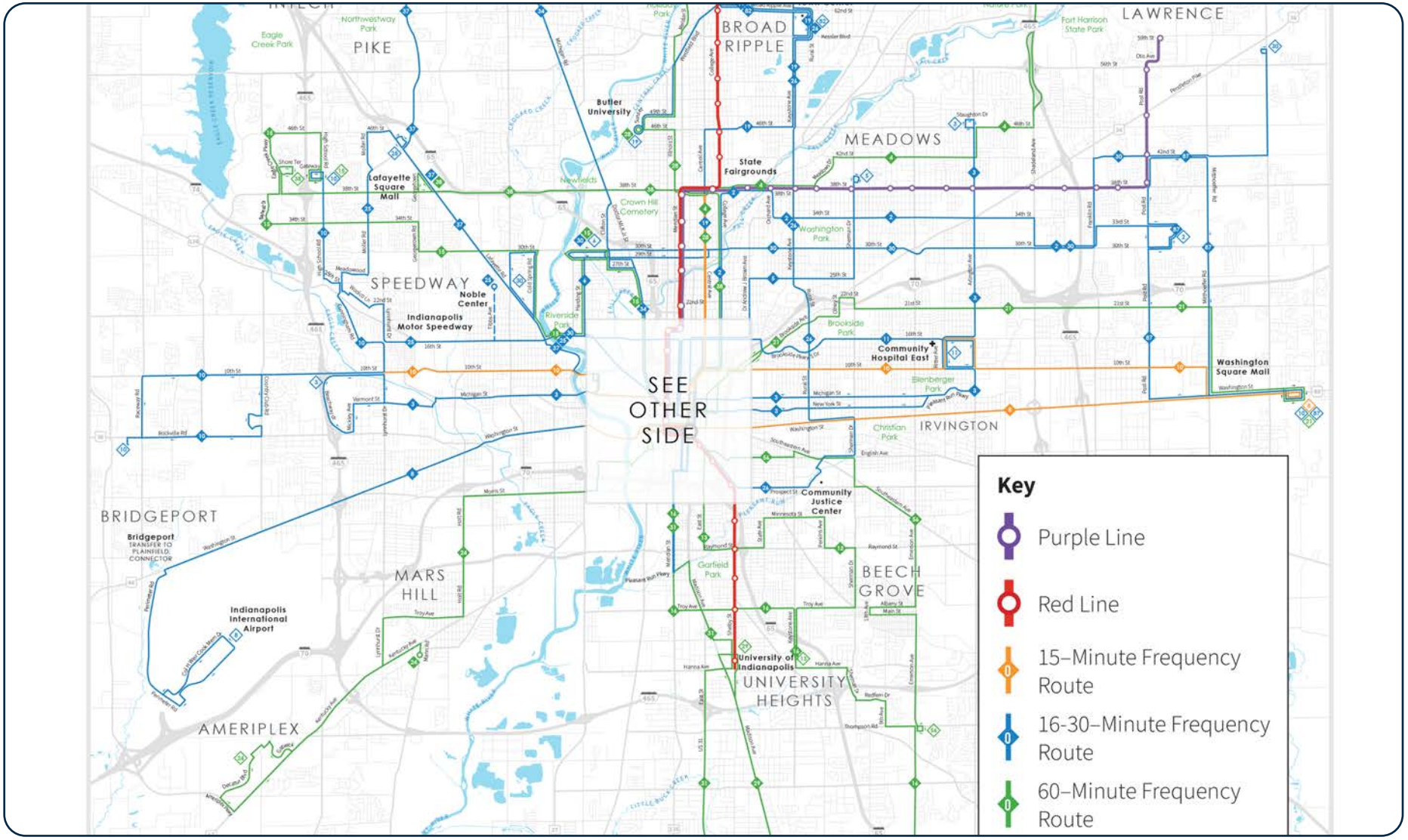
The official advertising partner for

IndyGo



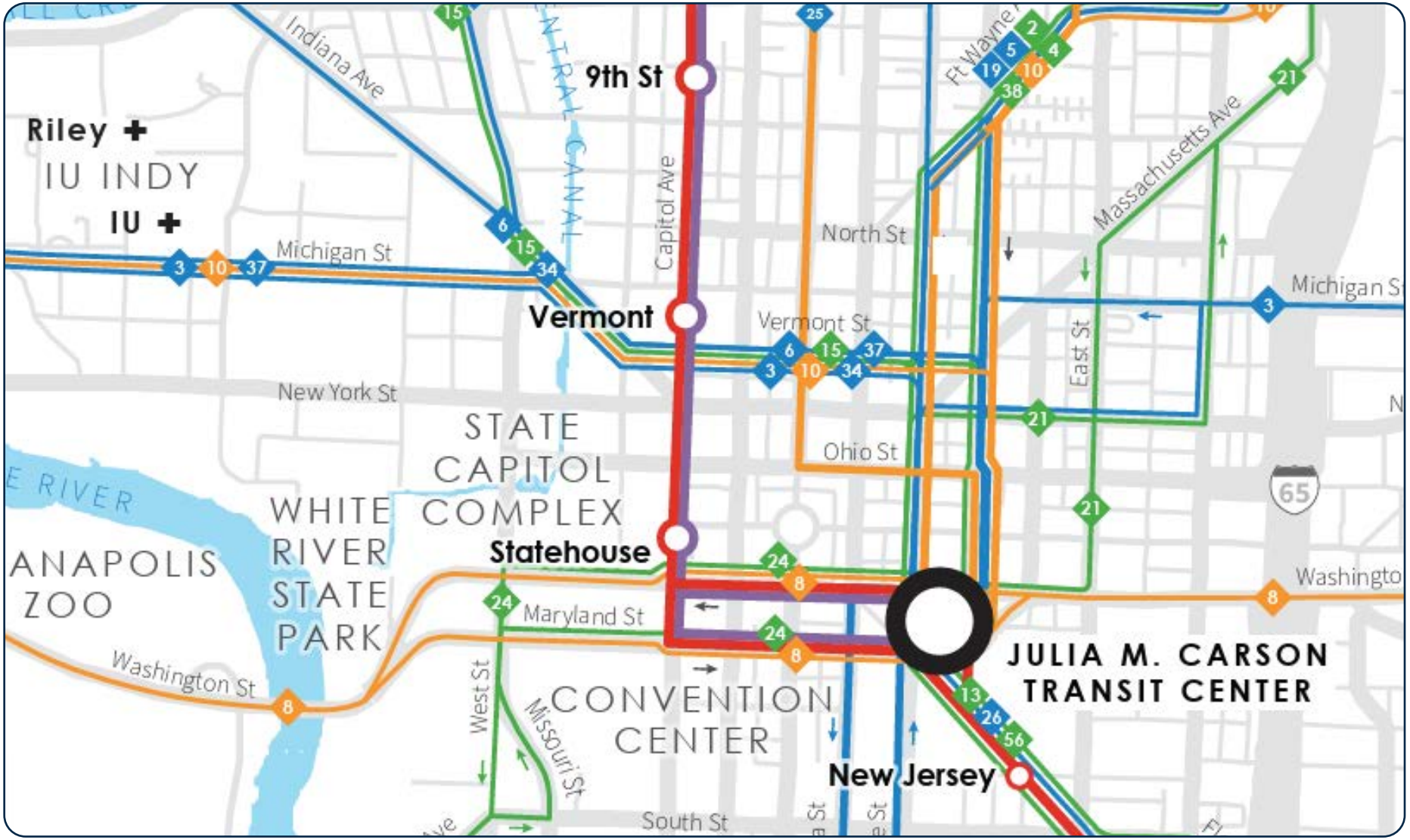
INDYGO
TRANSIT MAP - MARKET WIDE

https://www.indygo.net/indygo-system-map/



INDYGO
TRANSIT MAP - DOWNTOWN

https://www.indygo.net/indygo-system-map/



DMA
FORT WORTH / DALLAS

Looking for a high impact Fort Worth advertising solution? Reach tens of thousands of Texas consumers each day with bus and bench advertising through our partnership with Trinity Metro, the transit authority in Fort Worth. Fort Worth is the 4th largest metro in the U.S. and is the 13th largest U.S. city by population, so if Cowtown isn't on your advertising radar yet, it should be!

Transit advertisers in Fort Worth have the potential to reach more than 1 million people throughout the city. Trinity Metro routes cover over 300 square miles, running from downtown to the Fort Worth Stockyards and everywhere in between. If you want to reach a diverse population quickly and repeatedly, bus and bench advertising in Fort Worth with Adsposure is the way to go.

MARKET STATISTICS

DMA RANK: **5**
Metro Population: **978,000**
Median Household Income: **$72,726**

TRANSIT SYSTEM ADVERTISING ASSETS

2023 Ridership: **5,717,800**
Total Fixed Route Buses: **123**
On Demand Buses: **76**
Total Benches: **450+**
Shelters: **254**

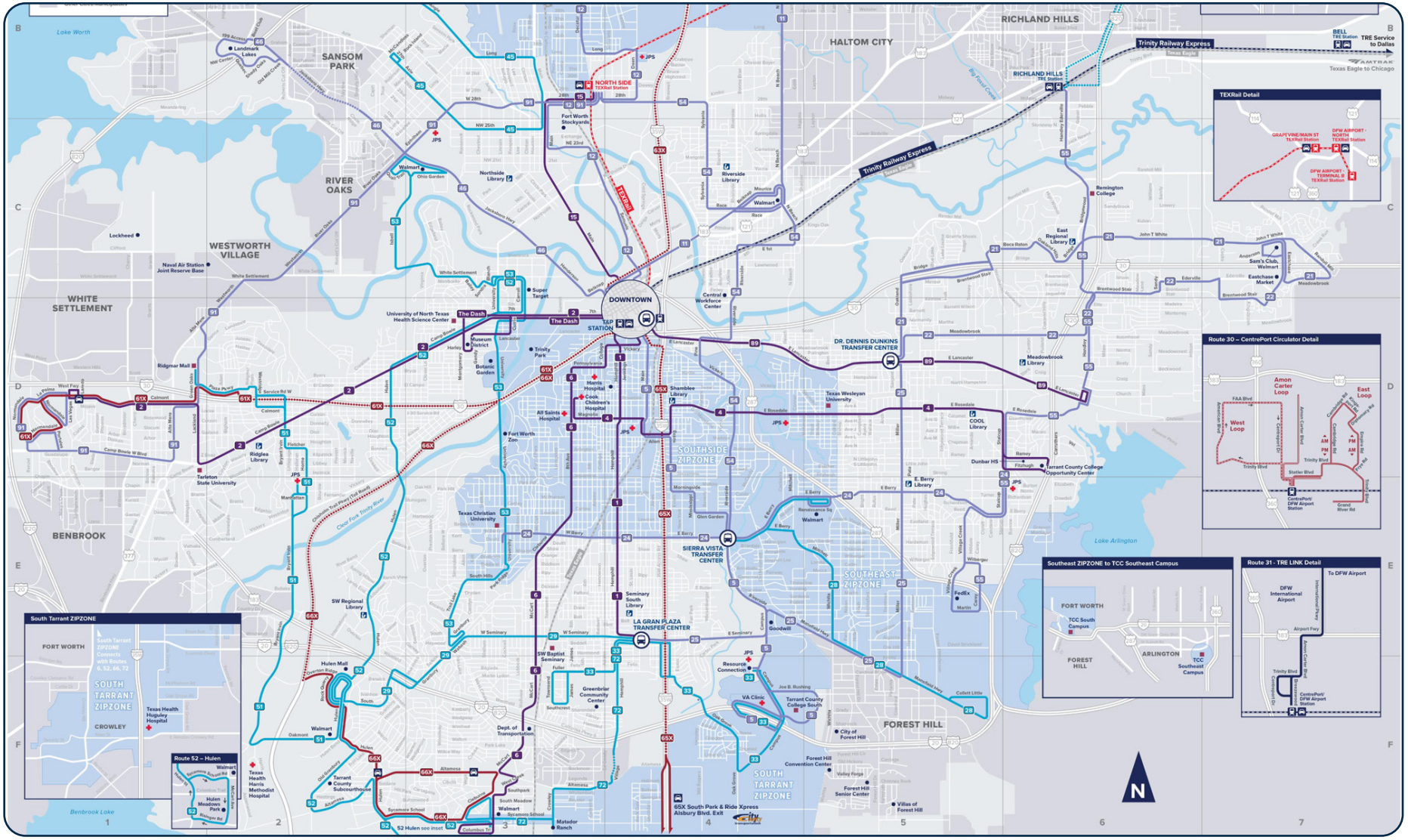
The official advertising partner for

TRINITY METRO



TRINITY METRO
TRANSIT MAP

https://ridetrinitymetro.org/wp-content/uploads/2022/10/SYS-MAP_0922CB-2.pdf



DMA
KANSAS CITY

Bus advertising and shelter advertising with KCATA increases the visibility of your message in Kansas City's urban core and extends its reach into the city's suburbs.

Highly desirable downtown employers have helped spark a 6% hike in Kansas City's population in the past decade, resulting in more than 23,000 people living downtown. And, more than 20% of the downtown residents are millennials.

MARKET STATISTICS

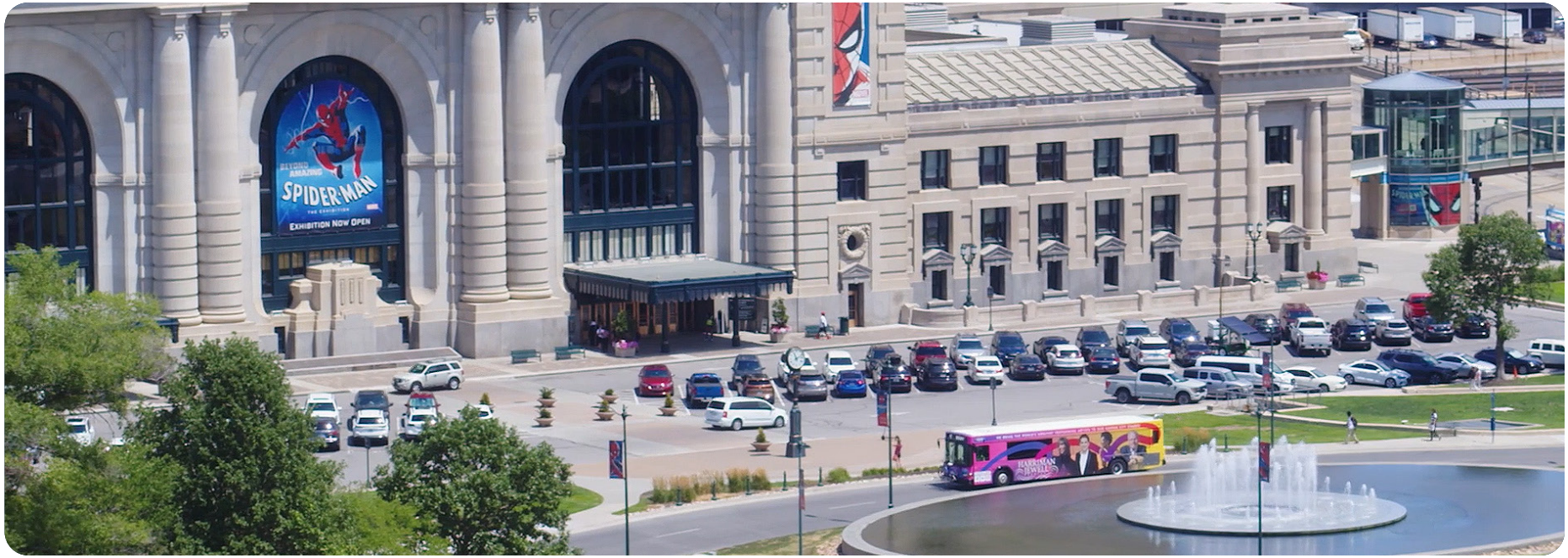
DMA RANK: **36**
Metro Population: **2.2 Million**
Median Household Income: **$82,694**

TRANSIT SYSTEM ADVERTISING ASSETS

2023 Ridership: **2,092,600**
Total Buses: **123**

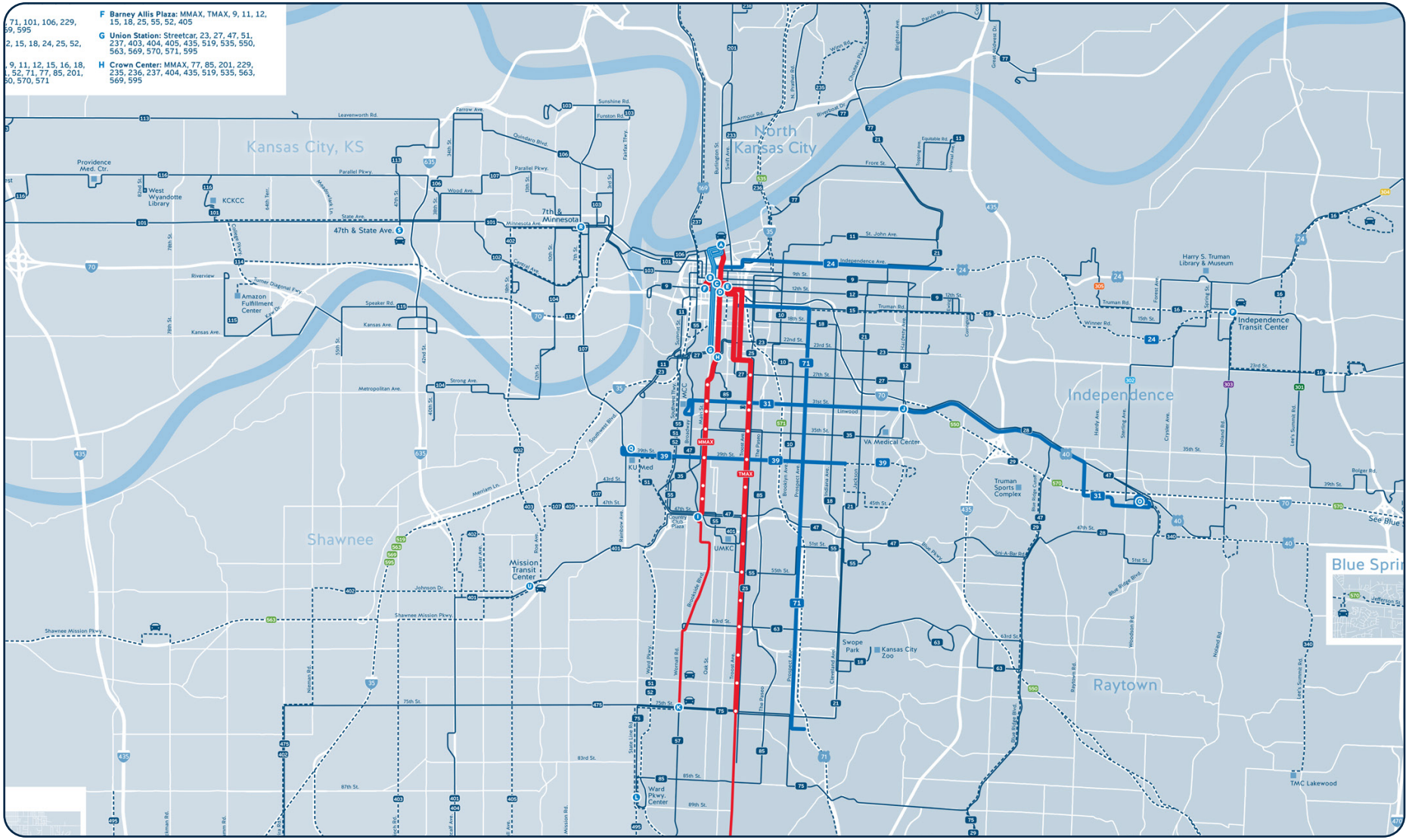
The official advertising partner for

KCATA



KCATA
TRANSIT MAP

https://ridekc.org/assets/uploads/documents/SystemMap.pdf



DMA
RALEIGH-DURHAM

Transit advertising in Durham offers unmatched visibility in one of North Carolina's most dynamic and forward-thinking cities. With a steadily growing population and a vibrant mix of historic neighborhoods and modern developments, Durham provides advertisers with a powerful platform to reach a diverse and engaged audience.

Known as the Bull City, Durham is a center for innovation, education, and healthcare. Anchored by institutions like Duke University and the Research Triangle Park, the city attracts professionals, students, and families from across the region. Its ongoing growth and investment in public infrastructure make it a strategic location to elevate your brand through transit advertising.

MARKET STATISTICS

DMA RANK: **22**
Metro Population: **2,368,947**
Median Household Income: **$89,188**

TRANSIT SYSTEM ADVERTISING ASSETS

2023 Annual Ridership: **5.6 million**
Total Fixed Route Buses: **58**
Fixed Routes: **21**

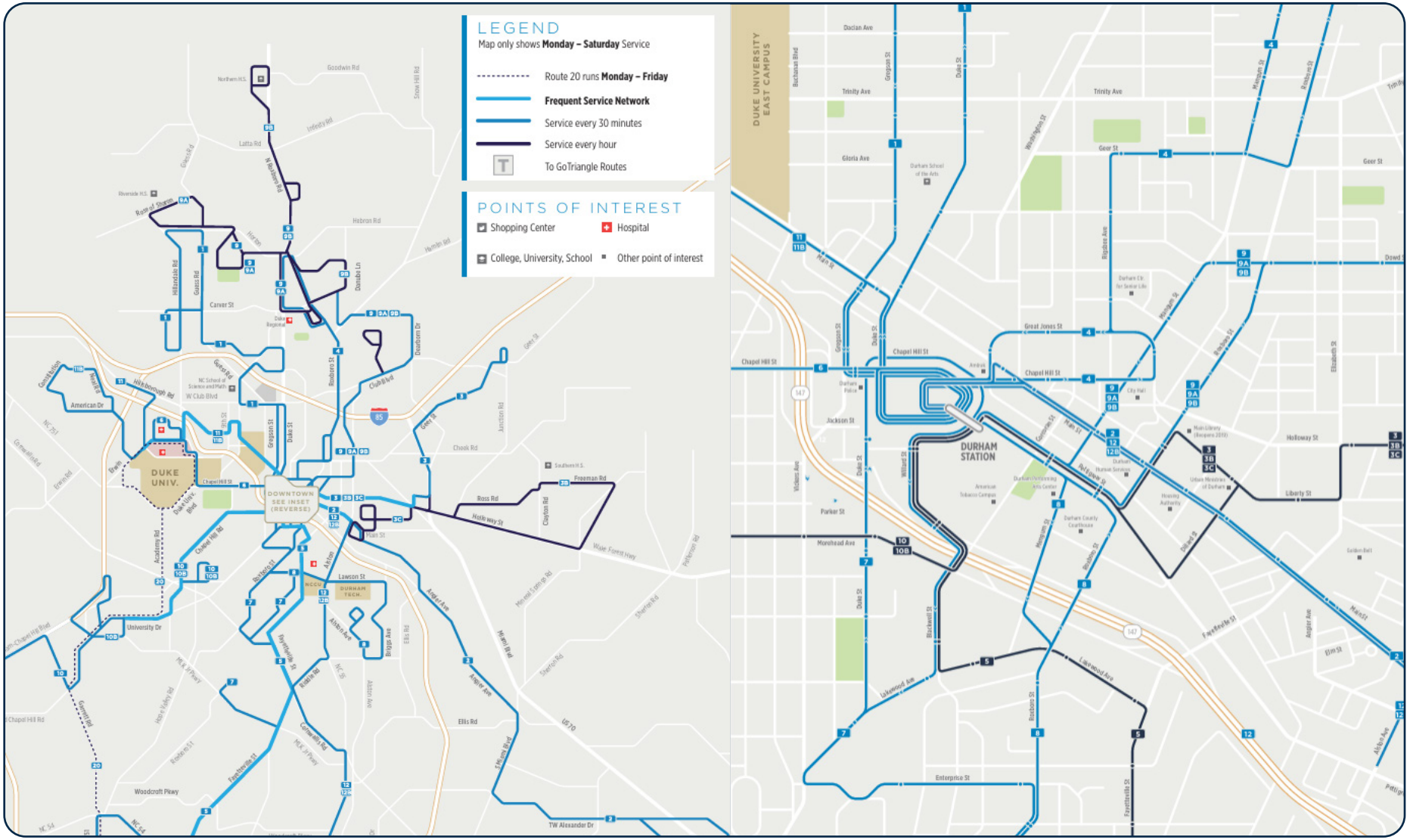
The official advertising partner for

GO Durham



GODURHAM
TRANSIT MAP

https://godurhamtransit.org/sites/default/files/maps-schedules/godurham_systemmap_9.21.pdf



DMA
LOUISVILLE

Welcome to Derby City, a vibrant hub of culture, commerce, and community along the Ohio River. Louisville's strategic location as a transportation and logistics hub makes it a key gateway to major markets, while its diverse population spans the bustling downtown districts and thriving suburban neighborhoods. It's home to world-famous attractions like Churchill Downs, the Louisville Slugger Museum, and a renowned bourbon scene that draws millions of visitors every year.

Transit advertising in Louisville allows your message to reach the greatest number of people as they move through the city during major events like the Kentucky Derby, Forecastle Festival, or Thunder Over Louisville—and into neighborhoods where other forms of advertising simply can't go.

MARKET STATISTICS

DMA RANK: **49**
Metro Population: **1,394,234**
Median Household Income: **$71,737**

TRANSIT SYSTEM ADVERTISING ASSETS

2023 Passenger Miles: **11 million**
Total Buses: **227**
Fixed Routes: **31**
Counties Served: **5**

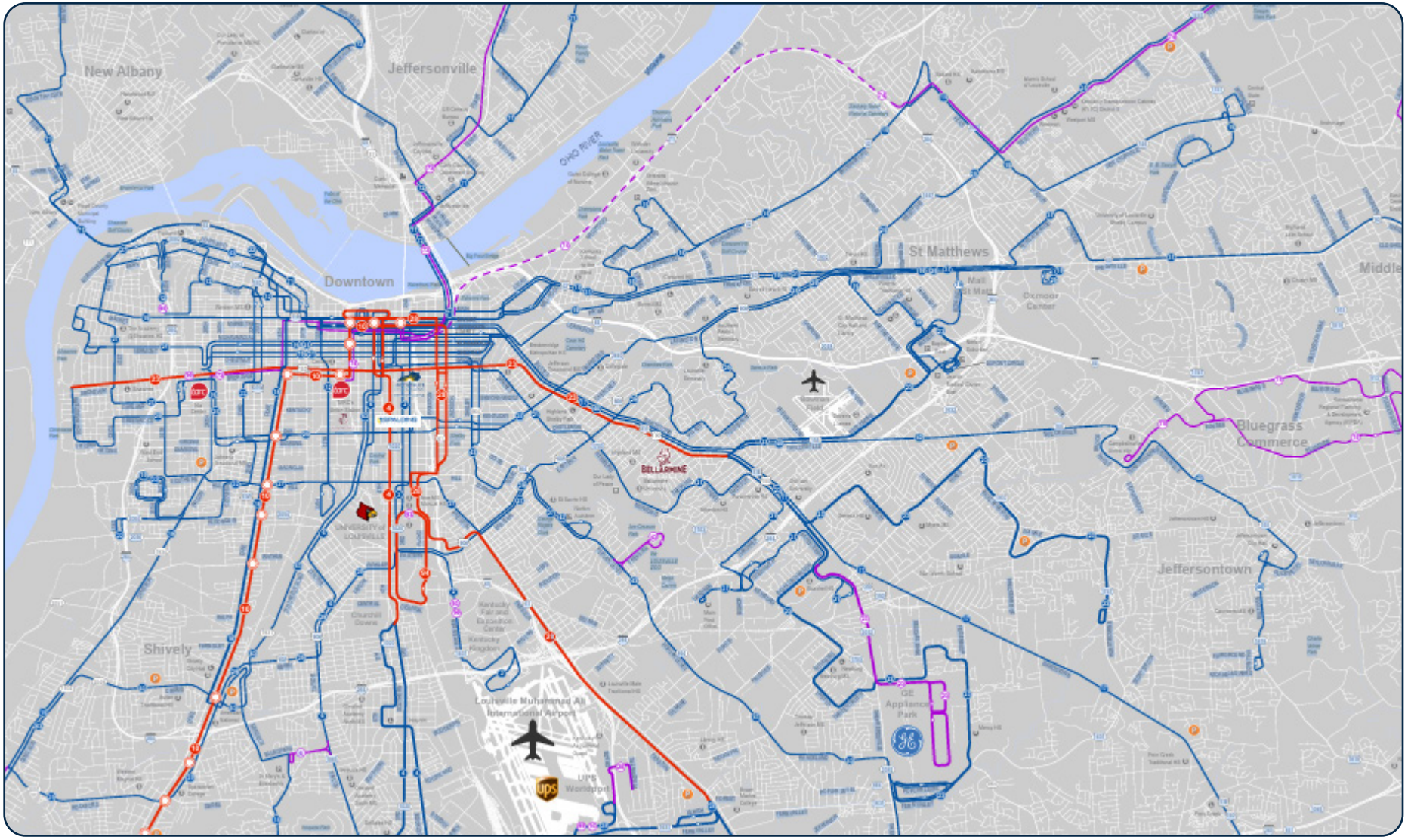
The official advertising partner for TARC in Louisville

tarc



TARC
TRANSIT MAP

https://www.ridetarc.org/wp-content/uploads/2023/08/23-SystemMap-for-web.pdf



DMA
TULSA

Transit advertising in Tulsa offers unparalleled visibility in one of the nation's most culturally rich and economically vibrant cities. With a growing population and a dynamic blend of urban and suburban communities, Tulsa provides advertisers with a unique opportunity to connect with a diverse and engaged audience.

Tulsa, Oklahoma's second-largest city, is a hub of industry, education, and culture. Major employers in sectors like energy, aerospace, and healthcare attract a wide demographic of commuters daily. The city's commitment to revitalization and growth makes it an exciting place to promote your brand.

MARKET STATISTICS

DMA RANK: **61**
Metro Population: **1,059,803**
Median Household Income: **$67,317**

TRANSIT SYSTEM ADVERTISING ASSETS

2023 Passenger Miles: **11 million**
Total Buses: **82**

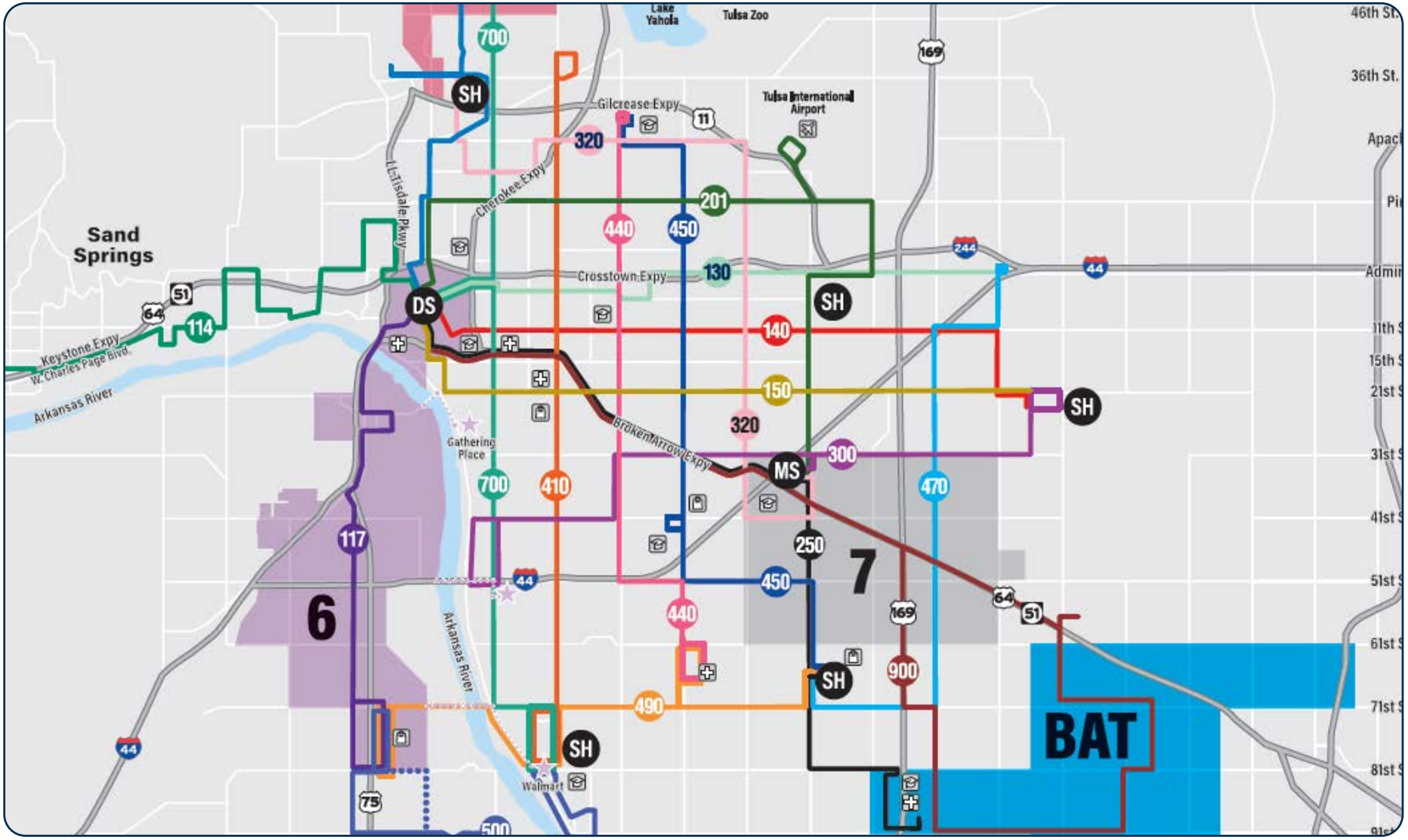
The official advertising partner for

MetroLink TULSA



METROLINK TULSA
TRANSIT MAP

https://www.metrolinkok.org/getting-around/other-services-programs/microlink/



DMA
YOUNGSTOWN

Welcome to Youngstown, Ohio, recently recognized as one of the best places to live in Ohio, and nestled in the heart of the Mahoning Valley, greater Youngstown, offers a lifestyle that seamlessly blends city vibrancy with suburban charm.

Youngstown's location is also perfectly situated between Pittsburgh and Cleveland, where the community enjoys the benefits of being a gateway for professionals and tourists commuting between these two dynamic cities. Whether you're a resident who relishes the local charm or a business owner seeking to connect with the diverse demographic that traverses this region daily, Youngstown has an audience worth reaching.

MARKET STATISTICS

DMA RANK: **113**
Metro Population: **600,000**
Median Household Income: **$34,295**

TRANSIT SYSTEM ADVERTISING ASSETS

2024 Ridership: **2,012,916**
Total Buses: **57**
Total Routes: **22+**

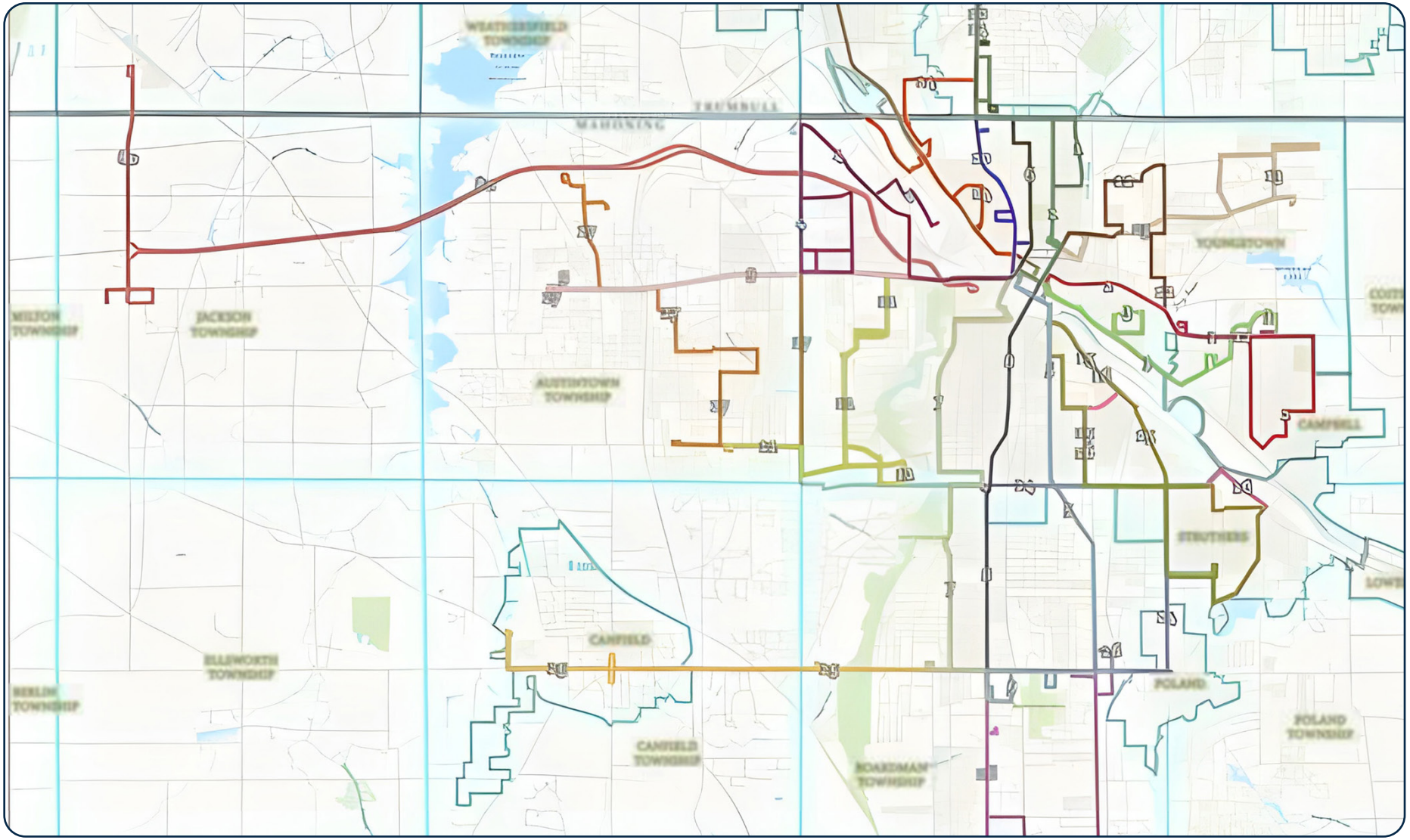
The official advertising partner for

WRTA



WRTA
TRANSIT MAP

https://www.wrtaonline.com/rider-info/maps-and-schedules/



DMA
ST. LOUIS

The St. Louis DMA is one of the largest media markets in the Midwest, covering communities across both Missouri and Illinois. With a mix of dense urban neighborhoods and wide-reaching suburban areas, the region offers advertisers the chance to reach a diverse audience that reflects both city commuters and family households.

For advertisers, St. Louis delivers the scale of a top-25 DMA while maintaining a strong sense of local connection, making campaigns here both wide-reaching and community-focused.

MARKET STATISTICS

DMA RANK: **24**
Metro Area Population: **2,795,504**
Median Household Income (County): **$85,384**

TRANSIT SYSTEM ADVERTISING ASSETS

2024 Ridership: **19.66 Million**
Miles of Rail: **46**
Total Exterior Panels: **715+**

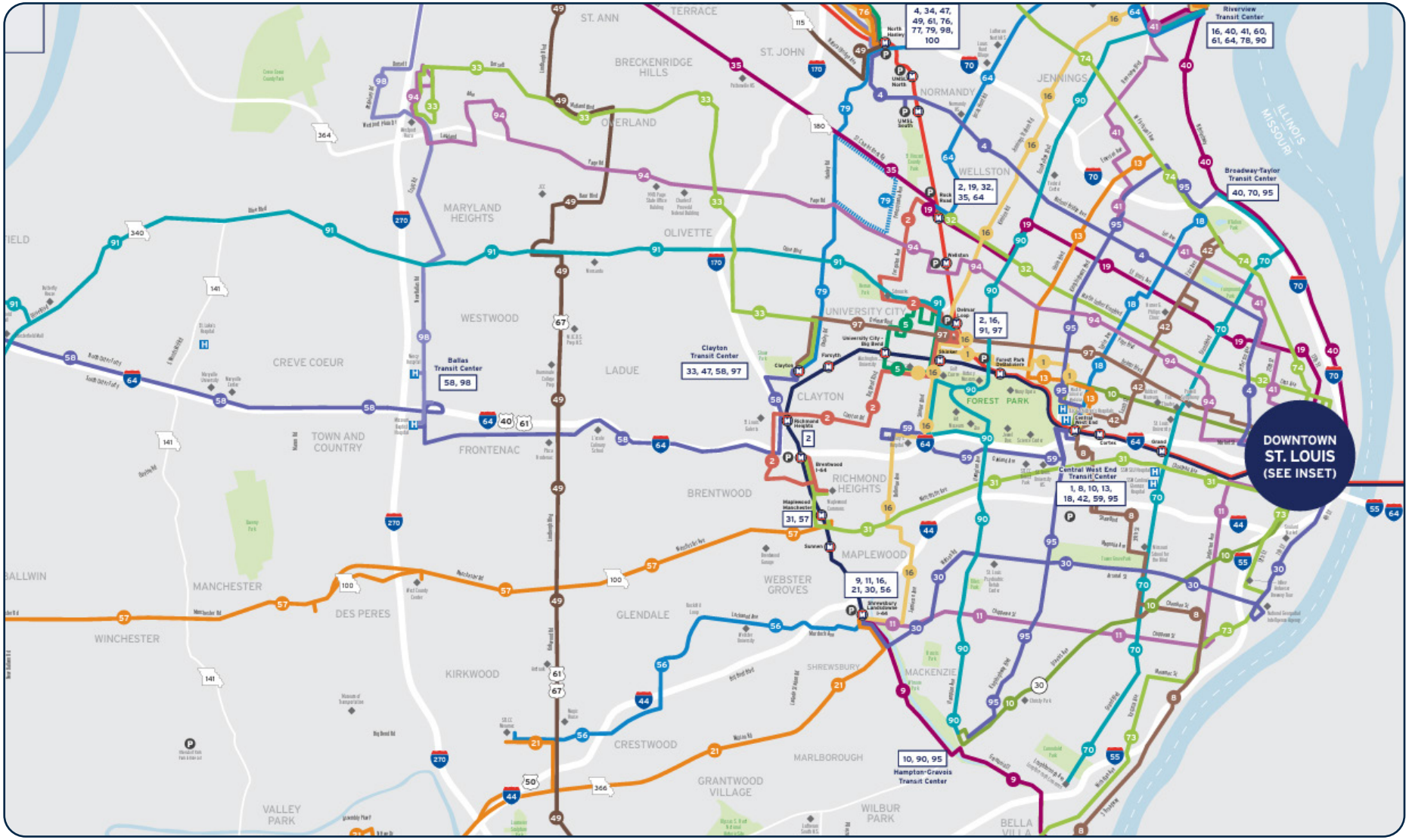
The official advertising partner for

metro



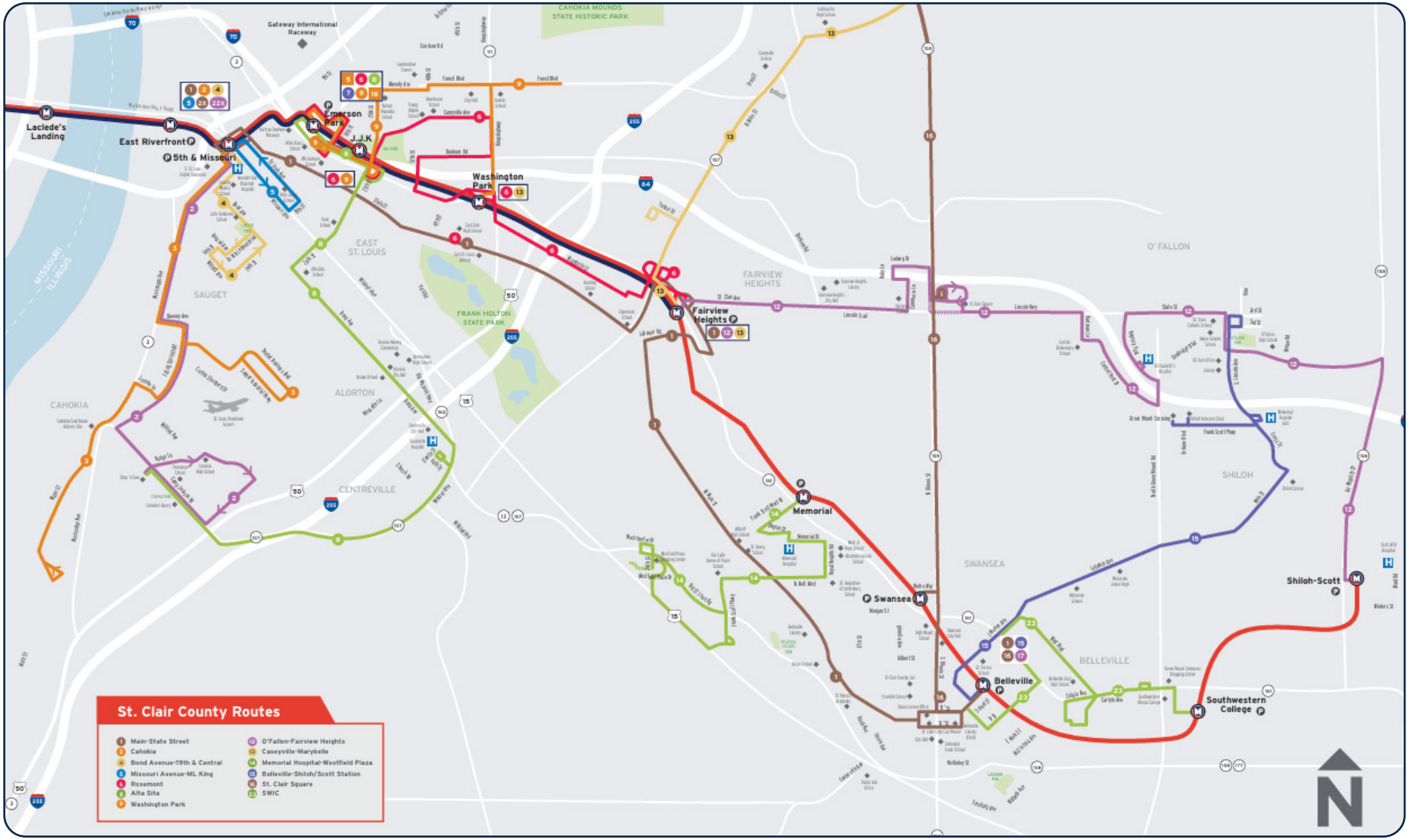
METRO ST. LOUIS
TRANSIT MAP - MISSOURI

https://www.metrostlouis.org/system-maps/



METRO ST. LOUIS
TRANSIT MAP - ILLINOIS

https://www.metrostlouis.org/system-maps/



DMA
LA / HESPERIA

Victor Valley, including Hesperia and Victorville, is an underserved portion of the Los Angeles Designated Market Area (DMA) Just beyond the mountains from one of the world's most sought after media advertising regions, these High Desert communities have long had limited opportunities for impactful local advertising.

In 2025 Victor Valley Transit Authority (VVTA) and Adsposure introduced new transit advertising options. Brands can now reach thousands of daily commuters and residents with high visibility bus ads, from full wraps to interior cards, connecting directly with the people who live, work, and shop in the High Desert.

MARKET STATISTICS

DMA RANK: **2* (LA)**
VVTA Broad Area Population (ACS): **355,816**
Median Household Income: **$67,099**

TRANSIT SYSTEM ADVERTISING ASSETS

2023-24 Ridership: **1.66 Million**
Revenue Miles: **3,124,466**
Total Routes: **22+**

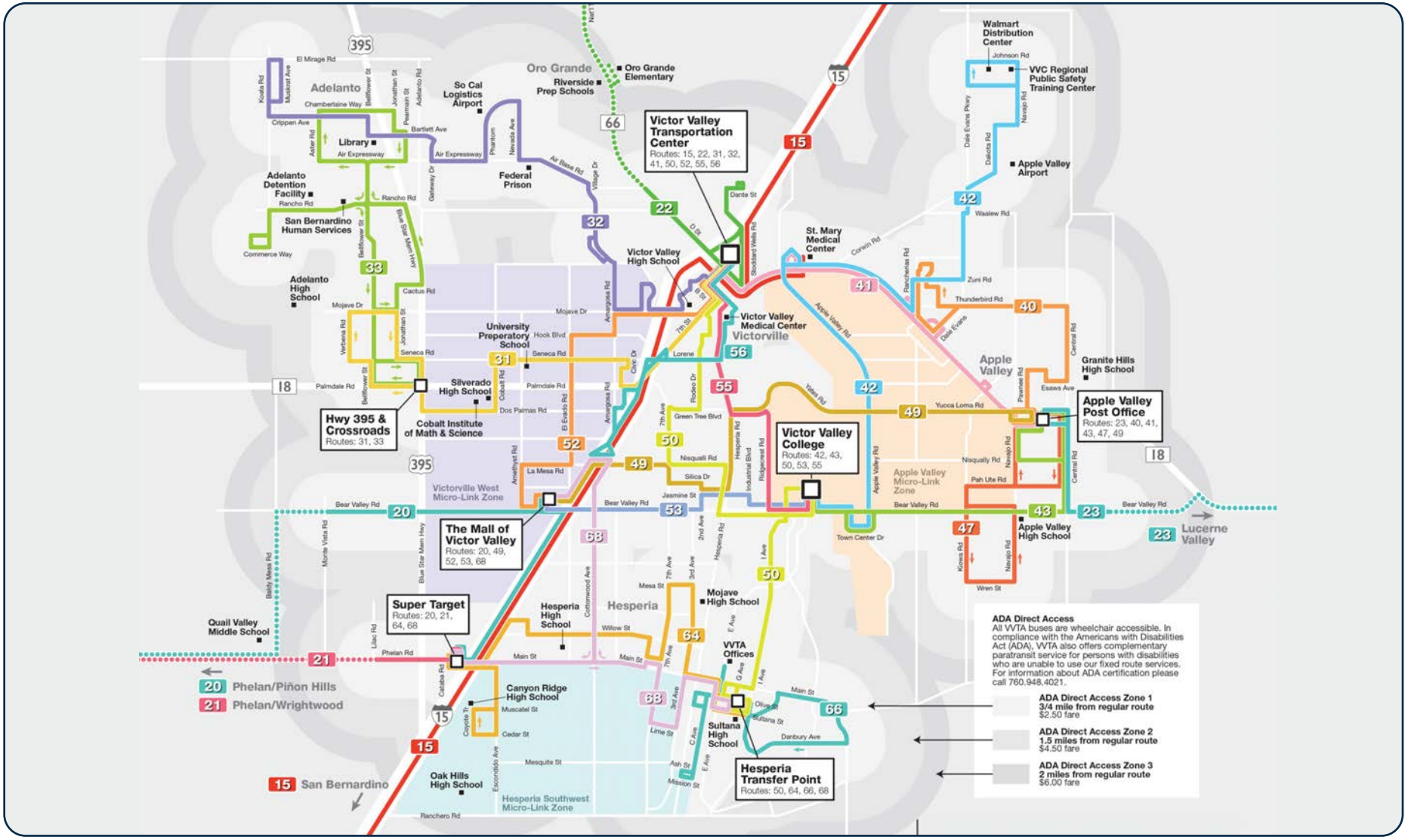
The official advertising partner for

VICTOR VALLEY TRANSIT



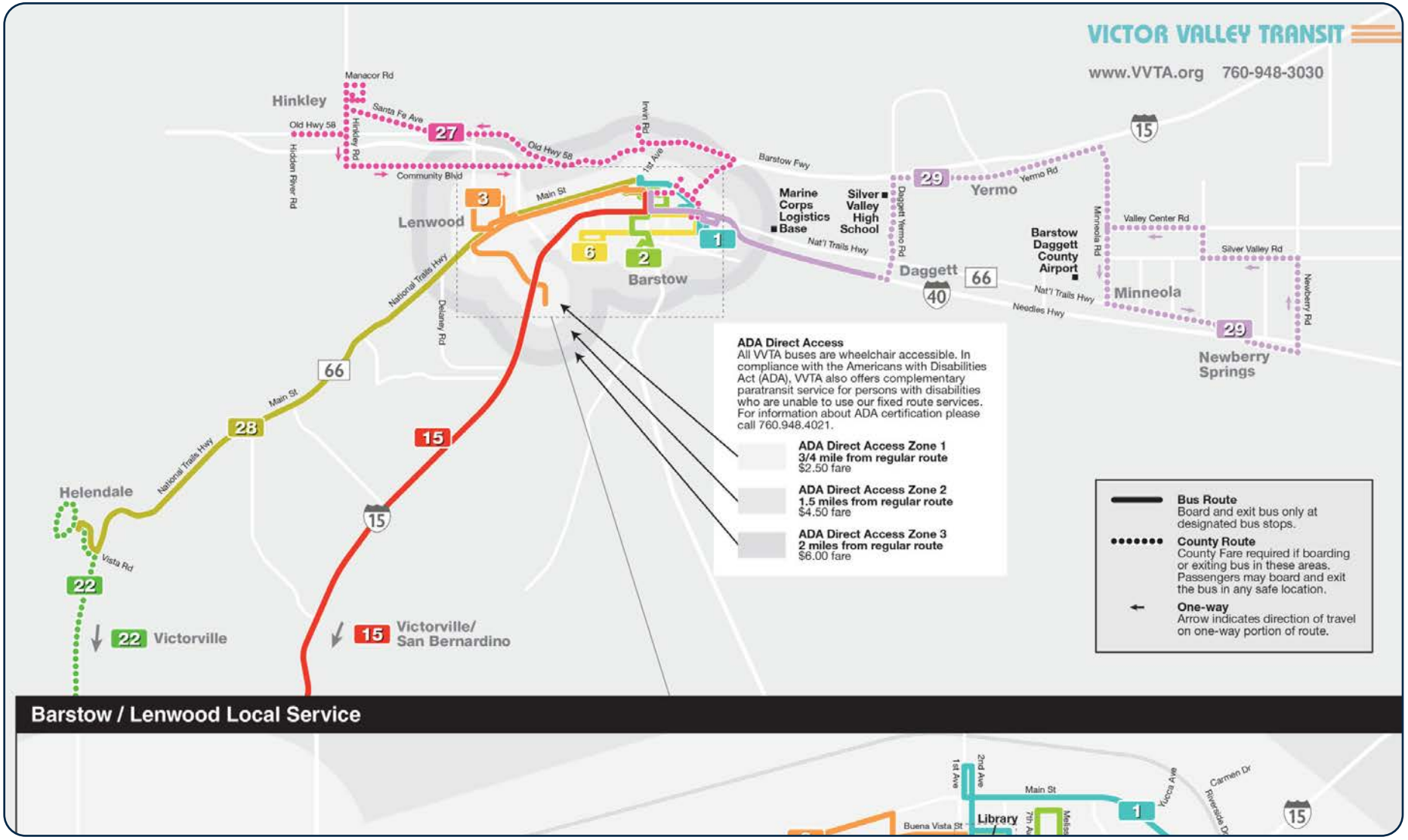
VVTA
TRANSIT MAP - VICTOR VALLEY

https://vvta.org/routerefresh



VVTA
TRANSIT MAP - BARSTOW

https://vvta.org/routerefresh





HOW TO GET STARTED

HOW TO LAUNCH YOUR CAMPAIGN

BOOK YOUR INVENTORY

The first step is to collaborate with an account executive to build a campaign and reserve available inventory. Since graphics are physically produced, production costs will apply to each campaign, and along with the first month's advertising media, payment is due at the time of agreement to reserve your space. All campaigns have a minimum duration of 4 weeks and can run for up to 1 year without updates.





APPROVE CREATIVE AND GET SCHEDULED

After reserving your space, you'll collaborate with our creative team to either adapt your artwork to the booked formats or develop custom creative with the designer assigned to your project. The faster this stage is completed the faster your campaign can start, and is often the largest delay in launch.

COORDINATE MARKETING ACTIVITIES FOR LAUNCH

Once scheduled, you should coordinate other outreach, social media, and events to maximize awareness of your campaign. Additionally, be prepared to track digital engagement to measure the impact and effectiveness of your efforts.





AGENCY RESOURCES

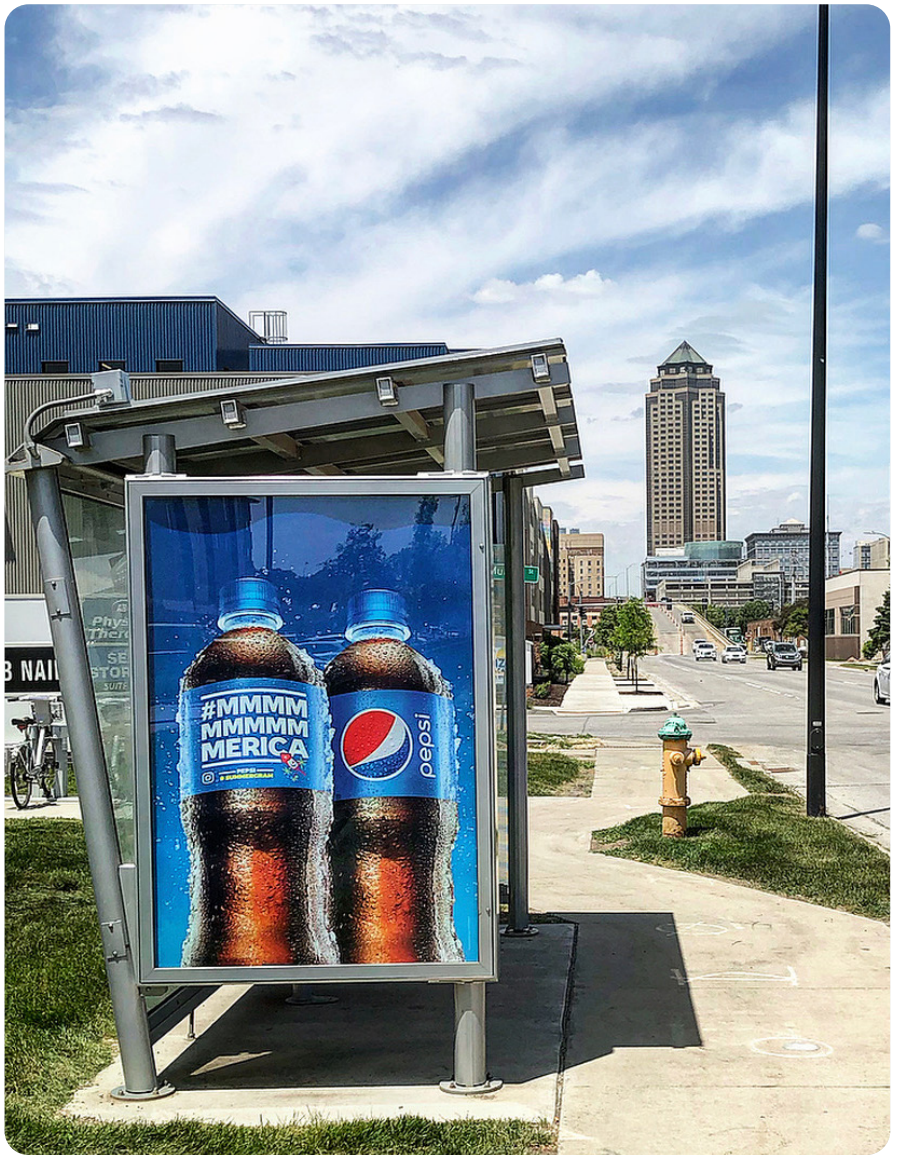
RESOURCES FOR AGENCIES

SUBMIT DATA REQUEST

Need asset counts, coordinates, or other data for your proposal? Our account team can request the information you need to support your proposal or create a campaign tailored to your unique requirements. Let us know what you're looking for, and we'll explore the available resources to assist you.
adsposure.com/getdata

PUBLICLY AVAILABLE RESOURCES

- **Open Data Cincinnati** - https://data.cincinnati-oh.gov/
- **KYGovMaps** - https://opengisdata.ky.gov/
- **Open Data Kansas City** - https://data.kcmo.org/
- **Fort Worth Open Data** - https://data.fortworthtexas.gov/
- **Des Moines Data Portal** - https://data.dsm.city/
- **OpenIndy Data Portal** - https://data.indy.gov/
- **Youngstown, OH City-Data** - https://www.city-data.com/city/Youngstown-Ohio.html
- **APTA Transit Statistics** - https://www.apta.com/research-technical-resources/transit-statistics/
- **Transitland Maps** - https://www.transit.land/map#12.47/39.09646/-84.52519





CAMPAIGN GALLERY


RIDETRINITYMETRO.org
2004
GO FROGS
TCU
adsposure
The Transit Advertising People



adsposure
The Transit Advertising People



adsposure
The Transit Advertising People


POWERED BY CNG
University of Missouri
SEE YOURSELF AT
MIZZOU



adsposure
The Transit Advertising People


4803
Royals
11
MAIKEL
GARCIA
adsposure
The Transit Advertising People



adsposure
The Transit Advertising People



The Transit Advertising People



adsposure
The Transit Advertising People


52 neighborhoods. 1 University.
#WeAreCincinnati
University of CINCINNATI


COURTYARD
2185
Get On Board! 331-TANK
TANK
2X
Get On Board! 331-TANK
YOUR CRACK IS SHOWING.
Chips
AUTO GLASS
GLASS & ADAS CERTIFIED
SAME / NEXT DAY SERVICE
844-844-5277
AILABLE AT
ATI.COM
adsposure
The Transit Advertising People



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ONE WAY
4th & Grand
8th & Mulberry
Local Bites
Wi-Fi ON BOARD
adsposure
The Transit Advertising People


Create a Personal Price Plan™ today
StateFarm
(816) 836-0114
chadmitchell.net
Chad Mitchell
Get a quote today
8AA 04A
THIS VEHICLE STOPS AT ALL RAILROAD CROSSINGS
THIS IS NOT A STEP
THIS VEHICLE STOPS AT ALL RAILROAD CROSSINGS
108
adsposure
The Transit Advertising People


988
NATIONAL SUICIDE & CRISIS LIFELINE
AWARENESS IS THE ROAD TO PREVENTION
HOPE in motion
helpnetwork
OF NORTHEAST OHIO
HelpNetworkNEO.org
Ross Griffin Memorial Foundation
...Lifting Hearts!
SUPPORT AWARENESS • SAVE LIVES
adsposure
The Transit Advertising People
WRTA


killer brownie®
OFFICIAL BROWNIE OF THE
BENGALS
SHOP NEAR YOU!
killer brownie®
OFFICIAL BROWNIE OF THE
BENGALS
SHOP NEAR YOU!
adsposure
The Transit Advertising People



adsposure
The Transit Advertising People


SEAFOOD & STEAKS
McCORMICK & SCHMICK'S
SEAFOOD & STEAKS
MORTON'S
CHASE
2226
TANK
INDEPENDENCE, KY
NOW HIRING
Full time and part time positions
Up to $25/hr. to start
Text FXGjobs to 33011
FedEx Ground


James
Waiting
for a Liver
Transplant
lifepassiton.org
We Need
YOU
HONOR - INSPIRE - CONNECT
40
GIVE THE GIFT OF LIFE
LifeCenter
DONATE
LIFE
Register to become
a donor today.


Your Medicaid.
Your Choice.
Choose the Plan
Ohioans Trust
CareSource
adsposure
The Transit Advertising People



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SAVING LIVES CLOSE TO HOME
DONATE BLOOD
2012
64
Hoxworth BLOOD CENTER
hoxworth.org
Schedule Donation
hoxworth.org
Saving Lives Close to Home
Hoxworth BLOOD CENTER
982ZJE
adsposure
The Transit Advertising People


1616
Des Moines
ON WITH LIFE
BRAIN INJURY + STROKE + NEURO
World Class
Neuro Rehab
Right Here.
OnWithLife.org



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CIGARETTES ARE THE MOST LITTERED OBJECT
BIN YOUR BUTTS
KEEP IT CLEAN, INDY.
WWW.KIBI.ORG/BUTTS
adsposure
The Transit Advertising People



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RIDETRINITYMETRO.org
We will fight 4 you.
682-444-4444
PROUD MEMBER OF
CHAMBER USA
McCORMICK
LAW FIRM
THE INJURY ATTORNEYS
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NBA ALL-STAR IS DISHING OUT DAILY PRIZES.
NBA
ALL-STAR 2024
INDY
FEBRUARY 16-19
Maryland St
WAIT
DELAYED SIGNAL
NO TURN ON RED
ONE WAY
One of Indiana's TOP RATED LAWYERS®
Phones Answered 24/7
1914
1-800-Call-Ken®
Got Questions? Ask Ken!
KEN NUNN
Injury • Wrongful Death
adsposure
The Transit Advertising People



adsposure
The Transit Advertising People


PARKING
THIS IS Reds COUNTRY
reds.Com/TICKETS
REDS
78
adsposure
The Transit Advertising People


1627
dart
HEARTLANDFLAGS.COM
515.282.7603
FREE SHIPPING
EVERY TEAM
EVERY SPORT
EVERY FLAG
Heartland
FLAGS & GIFTS
CENTURY
adspoosure
The Transit Advertising People



adsposure
The Transit Advertising People



adsposure
The Transit Advertising People



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The Transit Advertising People



adsposure
The Transit Advertising People


TRUTH: Organ failure is highest among African Americans due to diabetes and high blood pressure.
CINCINNATI
CINCINNATI
3302
Kelly
Living
Kidney Donor
HERO
1244
LifeCenter
DONATE
LIFE
adsposure
The Transit Advertising People



READY TO LEARN MORE?

Contact our Account Executive team to get started and see what options are right for your next campaign.

833.645.0275
reachpeople@adsposure.com
adsposure.com

adsposure
The Transit Advertising People