



Media Kit

Contact:
Nicole McAden, Marketing and Public Affairs Manager
100 W. McBee Street | Greenville, SC 29601
864.298.2756 | nmcaden@greenville.gov

Benefits of Transit Advertising

Transit Advertising effectively increases top-of-mind awareness through repeated exposure and the use of large, mobile graphics that brand your company. This medium also is effective in generating quick response by canvassing the marketplace with cost-effective, call-to-action messages such as those including a price point or a special event.

High Reach

As traditional media becomes more fragmented, Transit Advertising can reach a large number of people without competing for ad space or airtime.

High Frequency

Transit Advertising provides greater frequency than other forms of traditional advertising, and helps build brand recognition with repeated impressions.

Extensive Coverage

Extensive market coverage and full color designs combine to give Transit Advertising high impact. Transit advertising delivers images that are eye-catching and command attention.

Large Audience

Consumers now spend less time at home than ever before. Placing a message outside targets a larger audience and is seen by three quarters of passing individuals.



Greenlink At A Glance

- Service Area covers 94 square miles in Greenville County.
- Each Greenlink bus travels an average of 200 miles per day.
- Annual Ridership of more than 800,000.
- Operates 12 Fixed Bus Routes along many of Greenville County's highest traveled roads.
- Operates four downtown Trolleys serving Greenville's Central Business District.
- Operates an on-demand ADA Para-Transit Service.
- Owns more than 40 Bus Shelters along Greenville's busiest thoroughfares.



Fixed Routes

ROUTE 501: Pleasantburg

ROUTE 502: White Horse

ROUTE 503: Poinsett

ROUTE 504: Anderson

ROUTE 505: Rutherford

ROUTE 506: Woodside

ROUTE 507: Augusta

ROUTE 508: Wade Hampton

ROUTE 509: E North

ROUTE 510: Laurens

ROUTE 601: Simpsonville Connector

ROUTE 602: Woodruff Connector

Bus Shelter Locations

BEREA (29611)

6119 White Horse Road (Wal-Mart)
6100 White Horse Road (Wal-Mart)
6300 White Horse Road (Supermarket El Sol)
1604 Easley Bridge Rd @ Stephens Center
2625 Anderson Road (at West Branch Library)

GREENVILLE (29601)

200 University Ridge @ Greenville Co Health Dept

GREENVILLE (29605)

1011 Augusta Street @ Watkins Garrett Woods
Augusta St & Thruston St
5301 Old Augusta Road @ Lil' Cricket
GHS Entrance #3 W Faris @ Grove Road
1339 S Pleasantburg Dr @ Home Depot
White Horse Road @ Crestfield Road

GREENVILLE (29606)

1521 Laurens Road @ US Post Office

GREENVILLE (29607)

101 Roosevelt Ave @ Sumlar Hall Dr
1416 E Washington St @ Spinx
225 S Pleasantburg Dr @ McAlister Square
506 S Pleasantburg Dr on Greenville Tech campus
Clark St & Greenacre Rd @ Phyllis Wheatley Center
E North St @ Chestnut St
1705 E North St @ Overbrook Baptist Church
Haywood Mall near food court entrance
2008 Laurens Rd. (Walgreens)
2460 Laurens Rd @ McDonald's
2494 Laurens Rd @ Jack In The Box
2201 Laurens Rd.

GREENVILLE (29609)

417 Rutherford Street @ Salvation Army
667 Rutherford Road @ Laurel Oaks Apts
2400 N Poinsett Hwy @ former Ingle's
Wade Hampton Blvd @ Chick Springs Road

GREENVILLE (29615)

Wade Hampton Blvd @ Red Lobster
2406 E North St @ Crossway Bookstore
2100 Wade Hampton Blvd @ Planet Fitness
2117 Wade Hampton Blvd @ Sav-A-Lot
49 Orchard Park Dr @ Rosemont Apts
75 Orchard Park Dr
219 Pelham Rd @ Pelham Commons Blvd
800 Pelham Rd @ Patewood Dr

TAYLORS (29687)

2800 Wade Hampton Blvd @ NBSC
2801 Wade Hampton Blvd @ Publix
3027 Wade Hampton Blvd @ Wal-Mart
3226 Wade Hampton Blvd @ Spinx

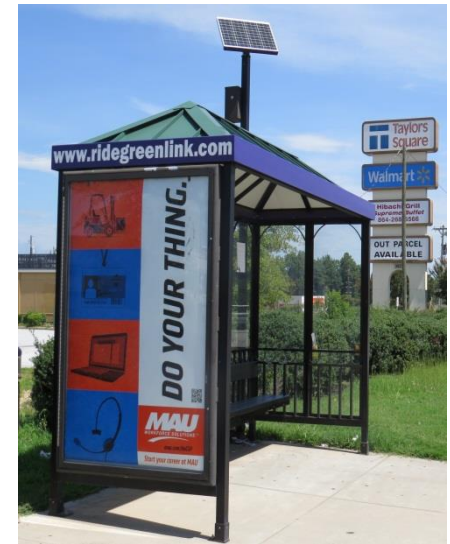
SIMPSONVILLE (29681)

729 SE Main St. @ Hillcrest Hospital

Advertising Options



Queen Poster (Curbside)



Shelter Exterior







Standard King (Roadside)



Bus Interior

Advertising Rates

| | Specs | 1-4 months | 5-8 months | 9-12 months |
|---|--|------------|------------|-------------|
| King Poster (Roadside) |  87.875" x 29.875" | \$285 | \$260 | \$230 |
| Double King Poster (Roadside) |  144" x 29.875" | \$400 | \$365 | \$325 |
| Queen Poster (Curbside) |  87.875" x 29.875" | \$260 | \$235 | \$210 |
| Back Poster |  44" x 22" | \$250 | \$225 | \$200 |
| Bus Interior-Large (package of 5) | 50" x 11" | \$75 | \$65 | \$50 |
| Bus Interior-Standard (package of 5) | 28" x 11" | \$50 | \$40 | \$35 |
| Bus Shelter (Interior or Exterior) | 45" x 66" | \$175 | \$160 | \$145 |

Terms & Conditions:

1. Monthly advertising rates are net, and include installation and removal for non-wrap advertisements.
2. A multi-bus discount for exterior advertising applies as follows: 2-4, 5%; 5 or more, 10%.
3. Rates do not include ad design or production. Special production rates are extended to advertisers by Greenlink print partners, with production charges invoiced direct to the Advertiser.
4. Ads must adhere to the Greenlink Advertising Policy.

Production Costs

Greenlink receives special pricing from area printers to produce bus and bus shelter ads. Invoices for printing are sent from the printer directly to the Advertiser/Agency.

Exterior

| | |
|---|---------------|
| Exterior King & Queen Posters (Coroplast): | \$ 52.30each |
| Double King Poster: | \$ 95.40 each |
| Rear Panel Poster: | \$ 19.85 each |
| Bus Shelter Poster (.020" polystyrene paper): | \$ 39.70 each |
| Bus Shelter Banner (13 oz. banner): | \$ 47.60 each |

Interior

| | |
|--|--------------|
| Interior Large (minimum order of 10): | \$ 9.75 each |
| Interior Standard (minimum order of 10): | \$ 5.45 each |

Graphic Design

Graphic design assistance is available at a rate of \$85 per hour.

Art Charges

An \$85 per hour art charge will apply to changes made after approval of proofs.

Full and Partial Bus Wraps

Upon request, Greenlink will provide advertisers with three local options for production of full and partial bus wraps.



Greenlink Advertising Policy

Purpose: The Greenlink Advertising Policy establishes guidelines regarding transit advertising on GTA/Greenlink buses, bus shelters, and trolleys.

Customer Service: Greenlink provides businesses the opportunity to advertise in one of the fastest-growing markets in the nation. Greenlink's buses are moving billboards, each one covering an average of nearly 200 miles per day and 5000 miles in a month. Greenlink's 60 bus shelters offer more opportunities for businesses to promote their brands to Greenlink riders and the general public.

Remuneration: Greenlink ad spaces may be purchased for a minimum of one month. One-half of the payment is due at the beginning of the Agreement, with the remainder due halfway through the Agreement, or in monthly or quarterly installments as agreed upon by Greenlink and the Advertiser.

Criteria:

- A. All rates are net and include ad space, installation and removal of non-wrap advertisements. Greenlink staff is responsible for the installation and removal of non-wrap ads.
- B. Greenlink reserves the right to refuse any advertisement it determines to be in violation of local community standards as determined by Greenlink, including advertisements that are deemed vulgar, distasteful, obscene, offensive, false, misleading, or otherwise objectionable. Greenlink will not accept any advertising that is religious in nature or any political advertising, including but not limited to advertisements for political candidates, parties, and nonpartisan campaigns. Greenlink will not accept advertising for causes which are determined to be of a controversial or disruptive nature, in the sole reasonable judgment of Greenlink. No advertising for alcoholic beverages, beer, or wine shall be accepted or appear on any advertising placed on buses or shelters.
- C. Any advertisements delivered to Greenlink which do not meet published specifications will not be placed by Greenlink. Any production costs of unplaced advertisements shall remain the responsibility of the customer. Greenlink is not responsible for any expenses incurred by the customer in production of advertisements which do not meet the published specifications.
- D. All advertisements must be approved by Greenlink before being placed in public view, including review of final artwork. Greenlink reserves the right to reject advertising based on community standards and shall not be held liable for any expenses incurred by the customer or its agency in design, production, or other costs for rejected advertising.
- E. Full wraps must include the Greenlink logo in the top right corner of the bus, and on both sides of the bus where the logo presently is located.
- F. Rates are subject to change without notice.
- G. Greenlink cannot guarantee that specific buses will remain on specific routes for the duration of the advertising campaign. Greenlink will try to satisfy the clients' geographic requests, but due to repair and maintenance issues, buses cannot be guaranteed to service specific routes.
- H. Greenlink reserves the right to move non-wrap ads between buses when repair and maintenance issues require the ads to be moved. Greenlink will notify the Advertiser of such change.