



GORALEIGH ADVERTISING GUIDE

Connecting your business to the Capital Area

RATES & INFORMATION

The Advertising Process

The City of Raleigh sells and contracts for ad space on GoRaleigh buses. Quotes for production, installation and removal can be provided by an approved vendor. Please refer to page six for a list of approved vendors.

Upon deciding on advertising with GoRaleigh, in conjunction with the City of Raleigh, you will need to provide the following information:

- ▶ Ad Type(s)
- ▶ Number of Units/Buses
- ▶ Start & End Date
- ▶ Installation/Removal Vendor
- ▶ Name, Address & Email to Invoice
- ▶ Two Authorized Signature Names & Their Titles (President, VP, CEO, CFO, etc.)
- ▶ Current W-9

To contract with the City of Raleigh, you must be registered to do business with the City. Visit supplier.raleighnc.gov and complete the New Supplier Registration. After completing the registration and providing us with the requested information, the creation of a contract will subsequently follow.

- ▶ Contracts and initial payment need to be received prior to the installation of the advertisement.
- ▶ A copy of the ad artwork must be approved by the City of Raleigh at least two weeks prior to installation.
- ▶ Prices are set by the Raleigh Transit Authority and are non-negotiable.



Your Ad's Impressions

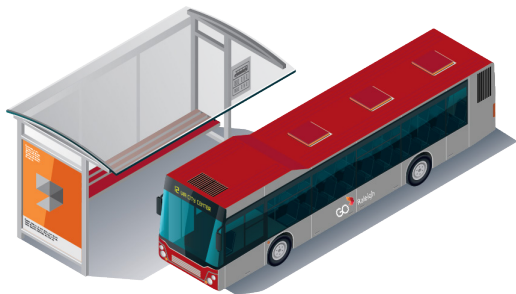
- ▶ Advertising on a GoRaleigh bus gives your product or service the ability to travel throughout the City of Raleigh. The population for Raleigh, North Carolina is over 460,000.
- ▶ Your ads are not only seen by the 21,000 passenger boardings daily on GoRaleigh, but also by the tens of thousands of residents and visitors who see GoRaleigh buses in their everyday lives.
- ▶ A GoRaleigh bus generates 19,900 to 21,700 daily impressions, 139,300 to 151,900 weekly impressions, and 557,200 to 607,600 monthly impressions.
- ▶ At an average speed of 10.5mph, it will take a GoRaleigh bus approximately 2.7 days to circulate through the entire system, generating an estimated 54,100 to 58,700 marketing impressions.
- ▶ GoRaleigh buses drive through major employment areas, downtown shopping districts, suburban malls, shopping centers, housing developments, university campuses and apartment complexes, reaching a diverse population.
- ▶ GoRaleigh buses rotate throughout all GoRaleigh routes. This ensures widespread exposure of your message to all areas of the city. *Ads cannot be targeted to a specific route.



- ▶ Data based on a recent [study performed by "Planning Communities"](#) based on factors such as Vehicular Traffic, Adjacent Businesses, Adjacent Residences, Bicyclists & Pedestrians, Interior Impressions and Bus Ridership.

System Information

- ▶ 36 Fixed GoRaleigh Routes.
- ▶ 10 Radial Routes (Start and End Downtown) and nine Connecting Routes.
- ▶ Three Express Routes (Brier Creek, Poole Road and Wake Tech Community College).
- ▶ Four Regional Express Routes (Wake Forest, Knightdale, Zebulon-Wendell, Fuquay-Varina).
- ▶ One Loop Route in Partnership with the Town of Wake Forest.
- ▶ 4:30 a.m. to Midnight. Monday – Saturday service on most routes.
- ▶ Sunday service expanded to match Saturday routes. Approximately six million passenger boardings per year. All schedules are available online at goraleigh.org.




2022-23 Rate Sheet




Pricing Guide | Kong

 227" x 44"	1 Month	3 Month	6 Month	9 Month	12 Month
Price Per Month - Per Unit	\$605	\$605	\$550*	\$525*	\$500*
Total Per Period - Per Unit	\$605	\$1,815	\$3,300	\$4,725	\$6,000


Pricing Guide | King

 144" x 30"	1 Month	3 Month	6 Month	9 Month	12 Month
Price Per Month - Per Unit	\$450	\$450	\$450	N/A	\$450
Total Per Period - Per Unit	\$450	\$1,350	\$2,700	N/A	\$5,400

Pricing Guide | Queen

 120" x 30"	1 Month	3 Month	6 Month	9 Month	12 Month
Price Per Month - Per Unit	\$325	\$325	\$325	N/A	\$325
Total Per Period - Per Unit	\$325	\$975	\$1,950	N/A	\$3,900

Pricing Guide | Tail

 45" x 22"	1 Month	3 Month	6 Month	9 Month	12 Month
Price Per Month - Per Unit	\$300	\$300	\$300	N/A	\$300
Total Per Period - Per Unit	\$300	\$900	\$1,800	N/A	\$3,600

Ad Examples

Exterior Advertising Examples

Kong



King



Queen



Tail



Approved Vendor List

Exterior Advertising Production/Installation and Removal Vendors

Vendors are listed in alphabetical order

Cranky Creative

- ▶ Contact: Barb Wheeler
- ▶ bwheeler@crankycreative.com
- ▶ (215) 205-9497
- ▶ www.crankycreative.com

King Tutt Graphics

- ▶ Contact: Steven Michaels
- ▶ steven@kingtuttgraphics.com
- ▶ (919) 977-6901
- ▶ www.kingtuttgraphics.com

Grafix Unlimited

- ▶ Contact: Bradley McCaskill
- ▶ guwraps@yahoo.com
- ▶ (919) 291-9035
- ▶ www.guwraps.com

Northstate Signs

- ▶ Contact: Cyrus Gill
- ▶ cgill@northstatesigns.com
- ▶ (919) 977-7053
- ▶ www.northstatesigns.com



CAPITAL AREA TRANSIT

Effective: 4/30/25

TRANSIT ASSET ADVERTISING POLICY

1.0- Purpose

In addition to the promotion of City of Raleigh programs, products, services, or initiatives, the City of Raleigh (the "City") is authorized to sell space in or on approved public transportation assets for the purpose of generating revenues, supplementary to those from fares and other sources, to be used to finance the City's transit system marketing program and various public outreach initiatives. The display of advertising is solely for this purpose. It is not intended to provide a general public forum or a limited public forum for purposes of communication, but rather to make use of designated City property to generate revenue.

In order to realize the maximum benefit and revenue generation from the sale of advertising space, paid transit advertising will be managed in a manner that generates as much revenue as practicable, while ensuring the advertising does not discourage the use of the transit system, does not diminish the City's reputation or image in the communities it services, does not diminish the goodwill of its patrons, and is consistent with the City's mission and vision to provide safe and efficient public transportation. To attain these objectives, the City has adopted this policy regulating the display of paid advertising in or on the designated assets described in section 2.1.

2.0- Paid Advertising

2.1- Assets Approved to Display Paid Advertisements:

- a. Exterior of the City's GoRaleigh transit buses (Tail, Queen, King & Kong ads) as defined within the GoRaleigh Bus Advertising Brochure.
- b. Interior of of the City's GoRaleigh transit buses (Digital Bus Screens)
- c. Standard Placard inside bus for City of Raleigh sponsored events.

2.2- The City will provide opportunities for vinyl decal exterior advertising on 100% of its vehicle fleet subject to the following guidelines:

- a. Advertisers may contract to sponsor an ad space for a minimum of 1 month and a maximum of 12 months.

- b. All advertising contracts shall be non-exclusive.
- c. Advertisers shall be responsible for initial application of vinyl decal advertisements and restoration of transit assets to their original paint scheme and condition at the conclusion of the advertising contract. Application of advertising and restoration of the City's transit assets will be at the sole expense of the advertiser.
- d. Advertisers may not specify the routes or the transit assets in or on which their advertisements are to be placed.

3.0- Advertising Guidelines

In addition to promoting City programs, products, services, or initiatives, display spaces on designated City public transportation assets may be used solely for paid Commercial Advertising pursuant to this policy.

3.1- Commercial Advertising is defined as advertising the sole purpose of which is to sell or rent real estate or personal property for profit, or to sell services for profit.

3.2- The City, in order to serve the purposes for which it was established must, of necessity, accommodate all persons without distinction of age. It is therefore necessary to exclude advertising unsuitable for exposure to minors. The following kinds of advertising therefore will not be permitted:

- a. Advertising for alcohol products such as beer, wine, distilled spirits or any licensed alcoholic beverage.
- b. Advertising for tobacco, smoking, or vaping products, including but not limited to cigars, cigarettes, pipe tobacco, chewing tobacco, and other smoking or tobacco related products.
- c. Advertising for products containing or designed primarily for use in connection with marijuana, hemp, cannabidiol (CBD), Delta-8 Tetrahydrocannabinol, Delta-9-Tetrahydrocannabinol, and other non-prescription intoxicants.
- d. Advertising for products or services related to human reproduction or sexuality, including but not limited to contraceptive products or services, products or services related to sexual hygiene, and counseling services with regard to pregnancy, abortion, or other reproductive or sexual matters.
- e. Advertising for products, services or entertainment directed to sexual stimulation.
- f. Advertising for any gambling products or services with a concept of wagering money and/or items of material value with an uncertain outcome, and with the primary intent of winning additional money and/or material goods.

3.3- Advertising that explicitly and directly promotes or encourages the use of means of commercial transportation in direct competition with the City shall not be permitted.

3.4- No advertising shall be permitted that could reasonably be expected to disrupt or interfere with the City's transit services or operations.

3.5- Use of the City's name, logo, slogans or other graphic representations shall be permitted only upon approval in advance by the City. The City will not endorse or imply endorsement of any product or service.

3.6- The City expects all advertising copy to be truthful. Advertising copy and illustrations should not be exaggerated, distorted or deceptive. Testimonials are expected to be authentic. Advertising that promotes contests or giveaways is expected to comply with all applicable federal or state laws and regulations.

3.7- No advertising shall be permitted if the display thereof would violate any federal, state, county, or municipal law, regulation or ordinance of any jurisdiction in or through which the applicable public transportation assets are or may be operated.

3.8- No Political Advertising shall be permitted within the timeframe beginning sixty (60) days prior to a local, state, or national election for public office until the date of the election. For the purpose of this policy, Political Advertising is defined as any of the following:

- a. Commercial Advertising that supports or opposes the election of any candidate or group of candidates for public office who will appear on a federal, state, or local ballot within sixty (60) days.
- b. Commercial Advertising that supports or opposes any local, state, or federal government referendum, recall, constitutional or legislative amendment, or ballot initiative that will appear on a federal, state, or local ballot within sixty (60) days..

3.9- Proposed advertising schemes must be presented to the City's designee or representative for approval prior to the application of the advertisements to any public transportation asset. If the proposed advertising is rejected, the party or parties proposing it may request that this decision be reconsidered. Upon such request, the City's designee or representative shall consult with the City of Raleigh Attorney's Office. City staff, on the basis of such consultation, shall determine whether the proposed advertising will be accepted or rejected. The City will reasonably cooperate with the party or parties proposing the advertising in an effort to suggest changes that might produce advertising consistent with the policies set forth herein.

3.10- Advertisers will be required to agree to indemnify the City of Raleigh, its officers, employees, representatives, and independent transit contractors against any claim or legal action brought in connection with the content of advertisements.

3.11- The City reserves the right to prioritize marketing and promoting its own image and services, including co-promotions with for-profit or non-profit entities.