



Advertise with CAT Transit



CAT Transit Advertising Guide rideCATbus.org

About CAT

Columbia Area Transit (CAT) is the primary provider of public transportation in Hood River and the Columbia Gorge. Our ever-expanding services and service areas mean great exposure for businesses in the Gorge and beyond.

Advertising with CAT

CAT offers our advertisers a variety of platform options, helping both local businesses and national brands reach broad audiences every day. When you advertise with CAT, your ads will be seen by commuters, drivers, and pedestrians throughout the core business and residential areas of the areas we service.

CAT's History

Hood River County Transportation District provides transportation in Hood River County, Oregon under the name of Columbia Area Transit (CAT). We are a Special District organized under Oregon Revised Statutes (ORS) 276. Our major sources of funding include grants under the Federal Transit Commission, several different sources from the State of Oregon, local property tax, and user fees. The District was formed by the vote of Hood River County residents in 1993.





The Transit Advertising Advantage

Transit advertising is a highly effective Out-of-Home (OOH) media, offering some of the best reach, frequency, and impact in the industry. Transit displays are larger than life, uncluttered, and offer the means to market to a mobile audience throughout the day.

Reach

Consumer now spend more time on the road and less time at home than ever before. As fragmented media sources compete for smaller audiences at home, transit advertising delivers one of the greatest demographic profiles and lowest cost-per-thousand figures in the industry. Transit can reach a market area more effectively than any other medium.

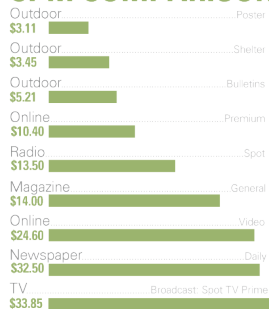
Frequency

Transit advertising targets your market all day: during the drive to work, a walk to lunch, and a bike ride before dinner. Through repetition, one display can create top-of-mind awareness and brand recognition in any media campaign. Transit displays are the answer for reaching an audience that is on the go.

Impact

Transit advertisements capture attention where people live, shop, work, and play. Visible in downtown business centers and residential areas, these displays provide local, regional, and national advertisers a competitive advantage and unrivaled impact.

CPM COMPARISON



Consumers are steadily on-the-go, and they see Out-of-Home ads along the way.

Nielsen's recent study revealed that not only do consumers notice Out-of-Home ads, but they take action after seeing them.



83% of people who notice OOH ads also notice the **ad's message**.

37% notice the message most/all of the time.

46% notice the message some of the time.

80% of consumers have noticed an OOH ad in the **past month**.

62% notice an OOH ad each week.



61%
DIGITAL BILLBOARD



54%
BUS AD



45%
STREET LEVEL AD



33%
SHELTER AD

OUT-OF-HOME Advertising

Customers are constantly on the go, and when you advertise on a bus, they see your ads along the way. Nielsen's recent study revealed that not only do customers notice Out-of-Home (OOH) ads, but they act after seeing them.

OOH Ad Stats

83% of people who see OOH ads also notice the ad's message.

37% notice the message most or all the time.

46% notice the message some of the time.

80% of consumers have noticed an OOH ad in the past month.

62% notice an OOH ad each week.

54% notice bus ad

45% notice bus street-level ad

33% notice bus shelter ad

Out-of-Home Ads Influence Customers

Participants reported the following actions in response to OOH ads they saw over one month:

38% Noticed a directional ad

26% Talked about the ad or product

21% Visited an advertised restaurant

20% Watched a movie in an advertised theatre

18% Watched an advertised TV show

17% Immediately visited the business or its website

OOH Connects to Mobile

Participants reported the following actions on their mobile phones in response to OOH ads they saw over one month:

33% Searched online about the advertiser

22% Visited the advertiser's website

23% Accessed a coupon or discount online

13% Downloaded or used an advertiser's app



Our Products: Around Hood River

Circulating in the busiest areas of the communities we service, BUS advertising offers exposure for your ads to local commuters, drivers, and pedestrians. These “moving billboards” are displayed on the exterior of the bus to provide your message with a high-impact format to reach your audience.

Bus Advertising Benefits

- Market Coverage: Hood River, Cascade Locks, The Dalles, Hood River Upper Valley
- Buses move throughout residential and core business areas, secondary arteries, and busy streets every day.
- Bus ads offer quick bursts of essential information and capture pedestrian and driver traffic at the same time.
- Large-format advertising makes your ads stand out.

Ad Space—Back of Bus

Measurements: 4' 11" wide by 3' 2" high (Advertiser supplies artwork)

6-month rate: \$5,000

12-month rate: \$7,500

Details: Client is responsible for supplying artwork to specification and paying for any design costs to create artwork. Insurance, installation, and removal are included in the stated rate. Please contact CAT to verify availability as well as size and specs required for artwork. Alcohol advertisements are allowed, but subject to pre-approval by CAT. All submitted artwork subject to review and approval by CAT.

Columbia Area Transit
224 Wasco Loop
Hood River, OR 97031

(541) 386-4202
rideCATbus.org
info@catransit.org

We hope you will become a media partner with CAT. Please contact us with any questions.



Our Products: Columbia Gorge Express (Roundtrip Gorge to Portland)

The Columbia Gorge Express (CGE) offers eight roundtrip rides from the Gorge to Portland, and includes stops in The Dalles, Hood River, Cascade Locks, Multnomah Falls, Troutdale, & Portland. These “moving billboards” are displayed on the exterior of the bus to provide your message with a high-impact format to reach your audience.

Bus Advertising Benefits

- Market Coverage: The Dalles, Hood River, Cascade Locks, Multnomah Falls, Troutdale, & Portland.
- 177,000 vehicles travel I84 between Portland and the Gorge every year.
- Buses move along Interstate 84.
- Bus ads offer quick bursts of essential information and capture pedestrian and driver traffic at the same time.
- Large-format advertising makes your ads stand out.

Ad Space—Side of Bus

Measurements: 40” x 40” (Your ad may be one of three on the side of the bus)

Art specs required: Photoshop (psd) or PDF (Art files must come from the advertiser.)

12-month rate: \$8,000 (Production costs for producing and applying the wrap included.)

Bonus: Includes one month as Spotlight Business on CAT’s new GORge Pass webpage.

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