



V A L L E Y M E T R O

Advertising Guide

2021-2022 RATES





Connecting the Valley One Ride at a Time

Vision

To provide safe, efficient, dependable, and enjoyable public transportation services for the people of the Rio Grande Valley.

Mission

To expand transit services and programs by increasing awareness, improving service quality, and developing a seamless transit network within the community.

Core Values

1. To treat everyone with respect
2. To carry out safe and sound practices
3. To maintain the highest ethical standards
4. To perform our duties to the highest level of excellence
5. To seek and develop community partnerships

Why Advertise with Valley Metro?

Exposure

We get your message out all over the Valley. Our buses operate 6 days a week, 12 hours a day from Roma to Port Isabel, and places in between. Your message will be seen as a constant moving billboard for tens of thousands of people throughout the Valley.

Cost Savings

You get more bang for your buck with our service. Compare our inexpensive rates to the amount of exposure you get: it's a great way to invest your advertising dollar. Forget about other forms of pricey marketing - with ads inside our or outside of our buses, you get the service you need for the right price.

Convenience

We guide you every step of the way, from start-up to contract close. We are easy to work with and easy to talk to. Need help with the design? No problem. Because we're a public agency and our aim is to make the transit experience better for our community, and our goal is to raise revenue for our transit system, not to make a profit at your expense. Our staff is friendly hard-working, and reliable.

A Valley Metro moving ad will get you noticed. Nothing gets more attention while commuters are stuck in traffic or traveling on a busy city street. Unlike a TV or radio commercial, the ad has a **CONSTANT PRESENCE everywhere the bus goes, bringing you non-stop attention.**



Valley Metro Service Area

Valley Metro is the Lower Rio Grande Valley's regional public transportation provider. We operate bus service, open to the general public, that is easy to use and easy to navigate. We run 20 routes throughout Cameron, Hidalgo, and Starr counties as well as a demand response service in Willacy, Starr and Zapata counties. Different routes have different service hours. Take a look at the chart below to find more details about each of our routes.

Hidalgo County Routes		
Route	City	Population
Route 10	Edinburg	84,497
	McAllen	140,269
	Total	224,766
Route 11	Hargill	877
	Edinburg	84,497
	Total	85,374
Route 12	Edcouch	3,316
	Elsa	6,647
	Edinburg	84,497
	Total	94,460
Route 14	Edinburg	84,497
	Total	84,497
Route 15	Edinburg	84,497
	Total	84,497
Route 20	Mission	83,298
	McAllen	140,269
	Total	223,567
Route 21	Mission	83,298
	Palmhurst	2,687
	Alton	15,760
	Palmview	5,715
	Penitas	4,715
	La Joya	4,291
	Sullivan City	489
	Total	116,955
	Route 30	San Juan
Pharr		76,538
Edinburg		87,794
Total		200,888
Route 31	Mercedes	16,657
	Weslaco	39,474
	Donna	16,523
	Alamo	19,246
	San Juan	36,556
	Pharr	76,538
	McAllen	140,269
	La Feria	7,338
	Harlingen	65,774
	Total	418,375
Route 32	Donna	16,523
	Total	16,523
Grand Total		1,549,902

Cameron County Routes		
Route	City	Population
Route 40	Harlingen	65,774
	Total	65,774
Route 41	Harlingen	65,774
	Total	65,774
Route 42	Harlingen	65,774
	San Benito	24,496
	Total	90,270
Route 43	Los Indios	1,114
	La Paloma	2,903
	San Benito	24,496
	Olmito	1,210
	Brownsville	183,887
Total	213,610	
Route 44	La Feria	7,338
	Santa Rosa	2,876
	Primera	4,626
	Harlingen	65,774
	Total	80,614
Route 45	Harlingen	65,774
	San Benito	24,496
	Los Fresnos	5,542
	Brownsville	183,887
	Total	279,699
	Route 50	Brownsville
Port Isabel		5,016
Laguna Vista		3,212
Laguna Heights		2,488
Total		194,603
Grand Total		990,344

Starr County Routes		
Route	City	Population
Route 60	Rio Grande	14,404
	Escobares	2,451
	Roma	10,223
Total		27,078
Route 61	Rio Grande	14,404
	Total	14,404
Route 62	Rio Grande	14,404
	Total	14,404

Demand Response Service	
Willacy County	
	Population
Willacy	22,134
Total	22,134

Starr County	
	Population
Starr	60,968
Total	60,968

Zapata County	
	Population
Zapata	14,018
Total	14,018



Advertising Options

Bus Wraps

High quality, UV-resistant vinyl wraps are your best choice to get the word out about your business. These wraps can cover small or large portions of our buses, or you can wrap the entire bus for an awesome, eye-catching effect. Your in-house designers can provide the artwork or Valley Metro staff can help you create an appealing design. The wraps are guaranteed to last as long as your ad is up.



Placards

Placards are signs placed on the interior of our buses, made of high quality glossy card stock and measuring 11" x 17" in landscape orientation. These placards are a great way to advertise your business to a constantly revolving audience. They are placed near the ceiling of the bus interior and area easily visible by passengers sitting inside. You can provide the design, or Valley Metro staff can help you with the design work.



Billboard

Another advertising idea is to advertise thru our newly built outdoor digital screen. This billboard measures 24' x 16' and is always on. Located near the Donna International Bridge you are sure to catch some Roman eyes as people wait to cross the border or by visitors journeying to the Santa Ana Wildlife Refuge in hopes of snapping that elusive bird photo.

Note: This advertisement is in partnership with the City of Donna.

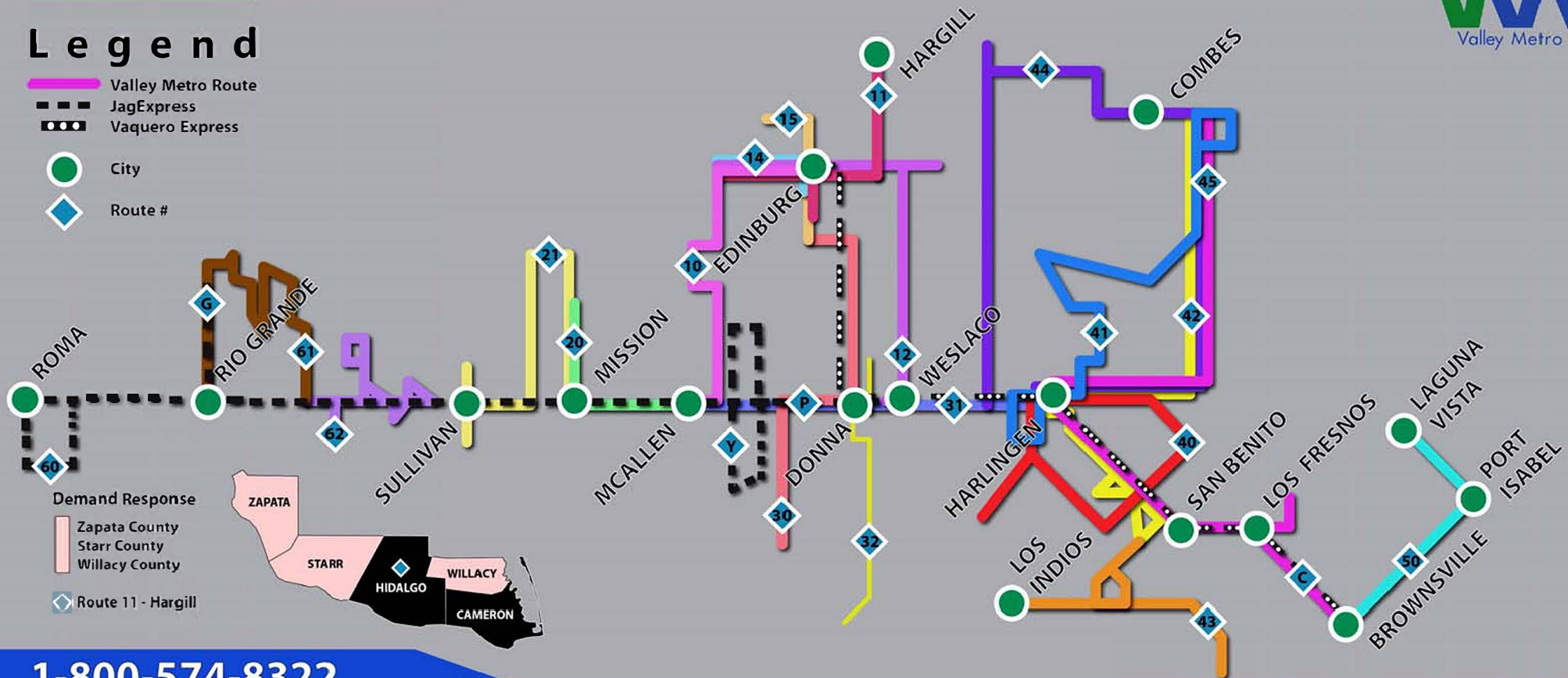


VALLEY METRO SYSTEM MAP



Legend

- Valley Metro Route
- JagExpress
- Vaquero Express
- City
- Route #

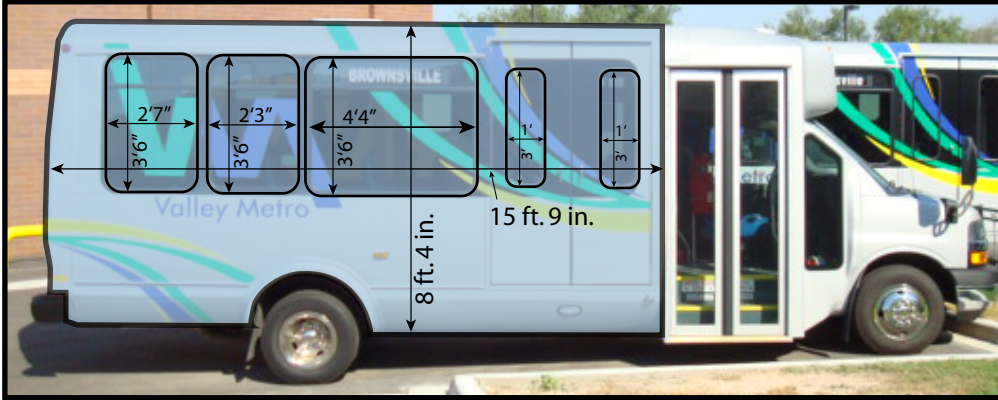


- Demand Response
- Zapata County
 - Starr County
 - Willacy County
 - Route 11 - Hargill

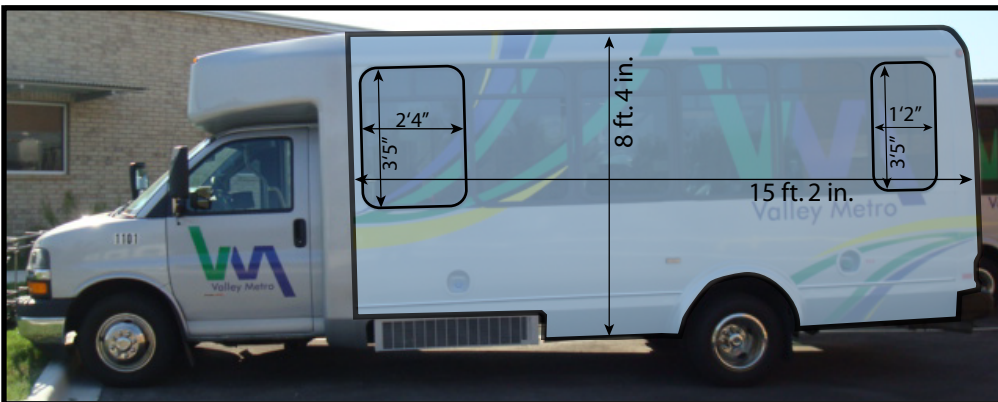


1-800-574-8322

Valley Metro Type III Vehicle Ad Dimensions

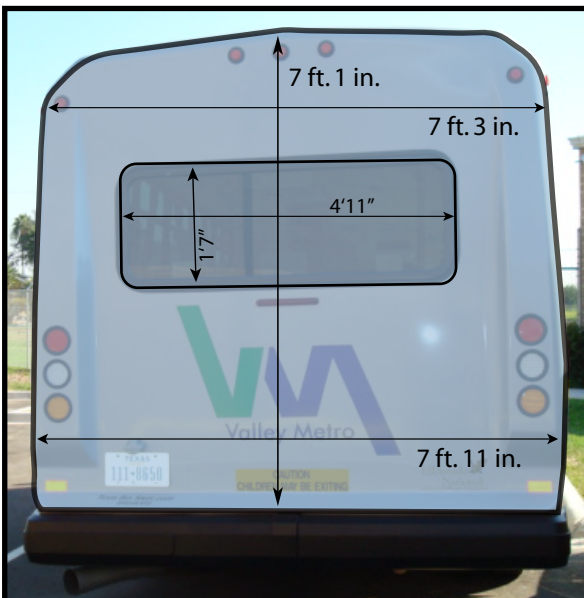


PASSENGER SIDE



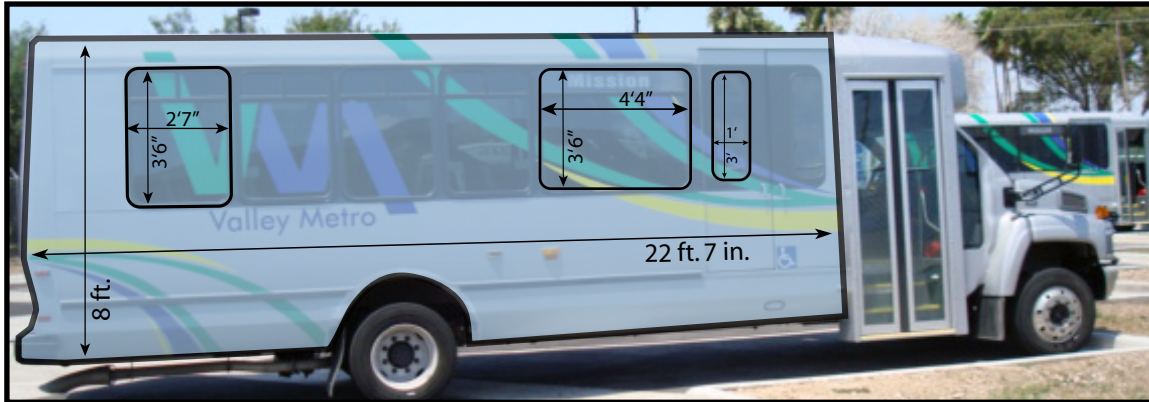
DRIVER SIDE

5 windows of 2'4" x 3'5"
1 window of 1'2" x 3'5"



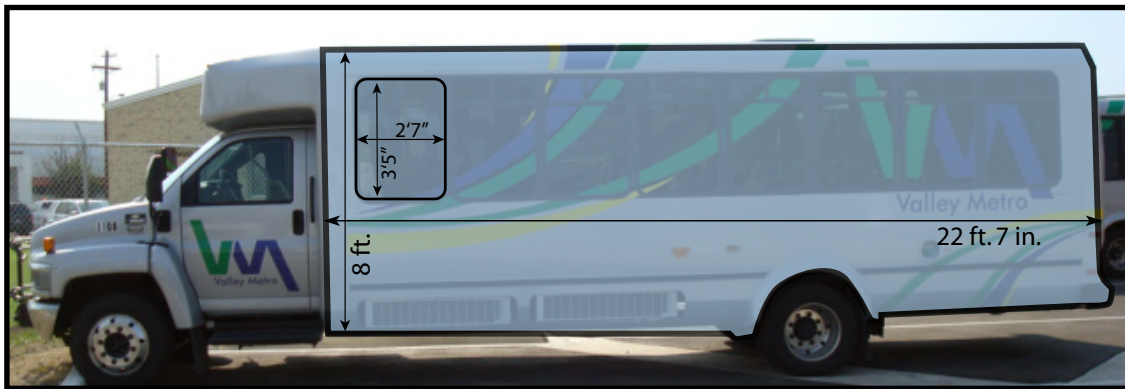
BACK SIDE

Valley Metro Type XI Vehicle Ad Dimensions



PASSENGER SIDE

4 windows of 2'7" x 3'6"
1 window of 3'6" x 4'4"
2 windows of 3' x 1'



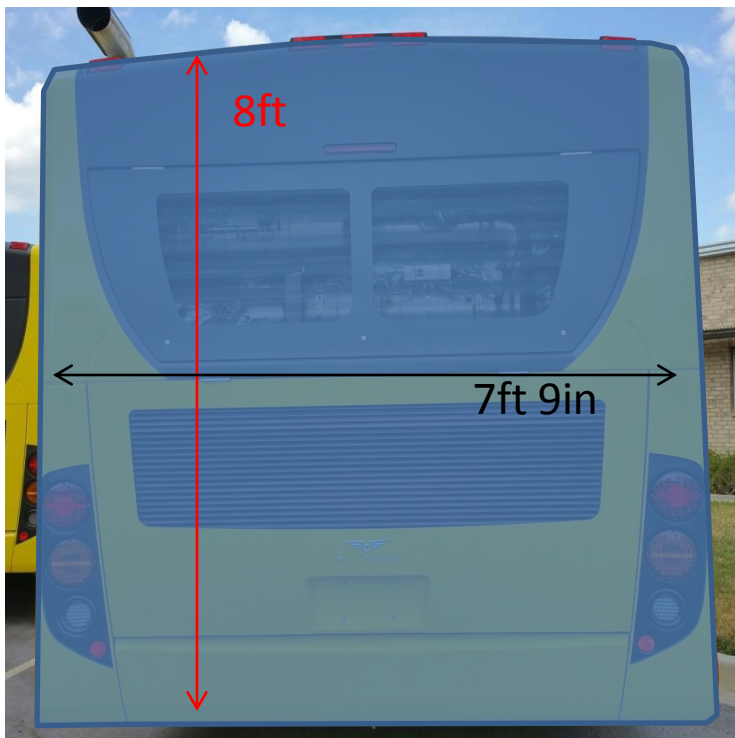
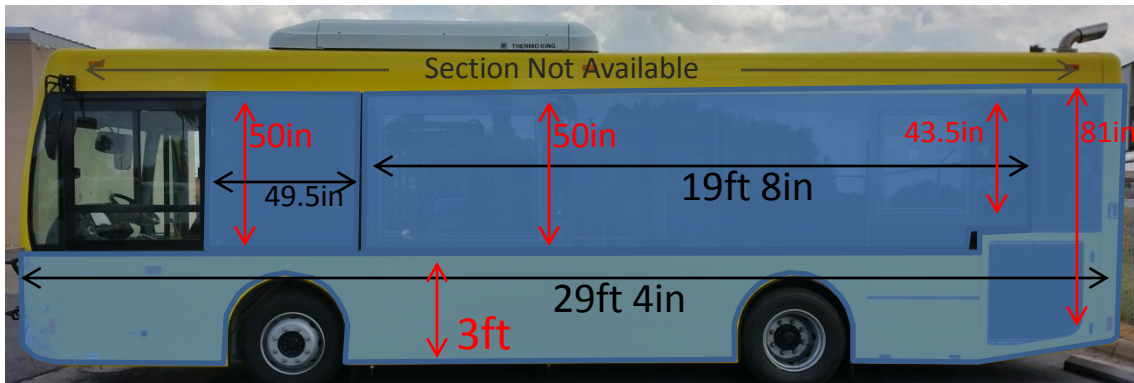
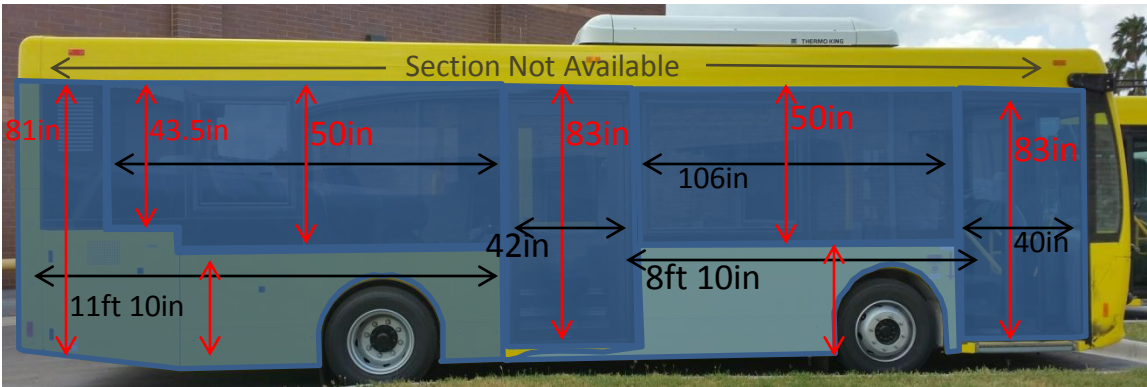
DRIVER SIDE

8 windows of 2'7" x 3'5"



BACK SIDE

New Flyer Dimensions



Advertising Services RATE CARD

Bus Wraps							
Space	Estimated Installation Costs	Monthly Rate	Qty Per Unit	Term 1 (Mths)*	Cost	Term 2 (Mths)**	Cost
Full	\$2,795.99	\$1,795.99	1	6	\$10,237.14	12	\$18,319.10
Two Sides	\$1,795.99	\$1,395.99	1	6	\$ 7,957.14	12	\$14,239.10
One Side	\$999.99	\$899.99	1	6	\$ 5,129.94	12	\$9,179.90
Backside	\$799.99	\$699.99	1	6	\$ 3,989.94	12	\$7,139.90

Interior Placards							
Placard	Installation Costs	Monthly Rate	Placards Per Unit	Term 1 (Mths)*	Cost	Term 2 (Mths)**	Cost
1	\$5.00	\$20.00	24	6	\$125.00	12	\$245.00

Digital Sign							
Graphic	Frequency	Monthly Rate	Term 1 (Mths)*	Cost	Term 2 (Mths)**	Cost	
1	1 Min Every 15 Mins	\$250.00	6	\$1,500.00	12	\$3,000.00	

2021-2022

* 5% discount for six-month term

** 15% discount for one-year term

Additional 10% discount applies to government or nonprofits or entities with two or more contracts.

Note: Valley Metro reserves the right to negotiate rates below what is listed here.



Advertising With Us

The Fine Print

Some things to keep in mind about advertising with us:

- Spaces are available for a minimum of 6 months, but you get discounts for longer.
- The installation fee is a one-time fee billed at the time of installation
- We offer additional discounts to governmental organizations and nonprofits.
- We can't guarantee that an ad will remain on a specific bus or route for the duration of the contract.
- Design is the responsibility of the purchaser, but Valley Metro can assist in creating a design for a fee.
- All artwork needs to comply with generally accepted industry practice laws, and standards of good taste.



Materials

Our bus wraps are flexible, removable, and are self-adhesive, usually 3M or an equivalent that is designed to be durable and last for the entirety of your contract. The interior signs are full-color flexible, glossy card placards printed on card stock. All materials are selected for their high quality and durability. If you have the capability of supplying your own materials and/or doing the installation, we can discuss that option as well.

Help Us Help The Valley

Your purchase of bus advertising not only gets you the attention you deserve, but helps fund public transportation for hundreds of thousands of people living in the Rio Grande Valley who use the bus to get to work, dialysis, school, training, and many other important destinations. We are a public agency that relies on local funding to support our programs and services.

WM Valley Metro

INFORMATION

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Let us help you get the message out.
We'd be happy to set up a meeting
with you to discuss our services. Give
us a call, send us an email, or visit our
website.

All advertising billed by the Lower
Rio Grande Valley Development
Council. Terms and conditions apply.

