



# City of Billings MET Transit Advertising Opportunities



*"Don't Miss the Bus!"*

**MET Transit**  
1705 Monad Road  
Billings, MT 59101  
406-657-8218



Visit our  
**website!**  
[billingsmt.gov/3042/MET](http://billingsmt.gov/3042/MET)





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# Get Your Brand Rolling With Bench Ads, Bus Wraps and More!

**MET Transit advertising opportunities:**

*Bench ads, bus wraps, digital displays and more!*

Thank you for considering advertising with MET Transit!

With a population estimated at 117,116 as of 2020 and a trade area of over 500,000, Billings is the largest city in Montana and the trade and distribution center for much of the region.

Billings was founded as a railroad town in March 1882 and has grown rapidly ever since, earning its nickname as the “Magic City.” Named after Frederick H. Billings, a former president of the Northern Pacific Railroad, our city has a rich history and an even brighter future. We’re experiencing explosive growth and have the largest economy of any city in Montana, with a thriving retail industry and diverse population.

Why should you advertise with MET Transit in the Billings area? Because there has never been a better time to take advantage of our advertising opportunities! With Billings’ rapid growth and diverse population, you’ll have access to a wide range of potential customers. Plus, with our strong economy and status as a regional trade and distribution center, your message will reach far and wide. We offer several advertising options, including bench ads, digital displays and bus wraps. Don’t miss out on the magic of Billings — **advertise with us and watch your business soar!**





# Why Advertise With MET Transit?

Billings is a bustling community that is always on the move. With MET Transit's network of buses, shelters and other services, we're dedicated to keeping the city moving forward.

By advertising with MET Transit, you'll not only be supporting a vital community resource, you'll also be putting your brand in front of a diverse audience of commuters, students, seniors and more. Our amenities are carefully curated to ensure support of transit users while also allowing for increased exposure and engagement, from eye-catching bus wraps to strategically placed benches and shelters.

It's not just about exposure — the revenue generated from selling ad space directly support the transit system, community initiatives and programs that make Billings a better place to live and work. Whether you're a local business looking to boost your profile or a national brand seeking to make an impact in a new market, advertising with MET Transit is a win-win for everyone involved.







## Advertising Testimonial

# The Power of MET Transit Advertising

*Elephas Real Estate Group*

Meet Neil Beyer, owner of leading local real estate agency, Elephas Real Estate Group.

Yes, he is a real estate agent and a relatively new business owner, starting Elephas in 2020, but Neil has always been a driven marketer with a deep passion for the art of advertising.

With a background in PR for a renowned international tech company and experience in marketing and outreach for an education provider in China, Neil understands the incredible impact effective marketing can have. And let's just say, **he knows what he's talking about.**



It's no surprise that Neil owns three strategically placed advertising benches in Billings: one near Rocky Mountain College, another at Poly and Rehberg and the third at Poly and 27th. Neil knows first hand that he is successfully reaching and engaging his target audience in the Northwest Billings area. He feels confident that he's been able to strengthen his presence and brand through MET Transit's advertising solutions, because his clients tell him so! He can't count the times people have mentioned his bench ads, referenced them with regard to his contact information or credited them for keeping unrelated referrals top of mind, prompting them to reach out.



**Neil Beyer**, a dedicated marketer who understands the transformative power of advertising, has harnessed the potential of MET Transit advertising to showcase his brand to attract new customers and establish a lasting presence in the Billings community.



Neil recognizes the importance of a strong community presence and the role that advertising plays in reinforcing brand messaging. Through diligent research, Neil discovered that advertising benches provide an exceptional return on investment, making them a go-to choice for not only realtors, but all local area businesses. MET Transit's advertising opportunities have proven to be a cost-effective and impactful way to boost his business and concentrate his marketing efforts precisely where he needs them.

*Advertising with MET Transit has been a remarkable boost for my business. It has opened doors to new opportunities and helped me connect with my target audience in a meaningful way. MET Transit's advertising solutions are unparalleled, providing a powerful platform to showcase my brand and drive customer engagement. It's a partnership that delivers tangible results and reinforces my presence in the community. If you're ready to elevate your business to new heights, MET Transit is the key to unlocking endless possibilities.*

**Neil Beyer**, Owner  
Elephas Real Estate Group



# Ride the Wave of Billings' Growth With MET Transit!


MET Transit serves a diverse audience of riders of all ages, genders, income levels and education backgrounds. With a weekly total of over 1,700 riders, your ad will be seen by a broad range of people throughout the day. As Billings continues to grow, the number of riders on our buses is expected to increase, making this an excellent opportunity to reach even more potential customers.

## Reach and Frequency


Our buses operate six days a week, and our routes cover the entire city. With our high reach and frequency, your ad is guaranteed to be seen by a significant portion of our bustling community.


When it comes to advertising with MET Transit, travel patterns can help to determine the reach of your campaigns and ensure that your brand receives your desired visibility, allowing you to make a lasting impression on potential customers. By strategically placing your advertisements on benches and buses, you tap into the pulse of the community and position your brand at the forefront of the community's daily journeys, whether it be by car, bike, bus, or on foot. Let your brand shine in the bustling streets of Billings, capturing the attention of thousands and turning heads at every corner.

1,700  daily riders

  
210+  
benches

  
14  
buses on average  
running at peak times

  
10+  
shelter ads

Buses operate  
on roughly  
256  route  
miles  
throughout the City of Billings

MET has been providing  
public transportation  
 since  
1973

2,300   
average daily miles on fixed routes

597,000  240,000  
annual revenue miles  
for entire fleet annual paratransit  
Service van miles



# Ad Format and Design Options

Bench ads are 72" wide x 24" high and are displayed on the backrest of a bench. On-bus digital displays are 21" diagonal dual-sided screens (approximately 19" wide by 11" high) and are located inside the bus above the seats. Bus signs and wraps come in various sizes up to the entire exterior of the vehicle and are custom-designed to your specifications.

## Top Tips for the Best Bus and Bench Ads

*Make your message stand out in transit*



### Keep it simple

Your ad should be easy to read and understand. Use a bold, simple font and keep your message concise.



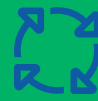
### Be creative

While simplicity is important, that doesn't mean your ad has to be boring. Use humor, clever wordplay, or eye-catching images to grab people's attention and make them want to learn more.



### Think BIG

A bus or bench ad is a large canvas, so use it to your advantage. Don't be afraid to go big with your design, whether it's a full-wrap or just a single panel on the side of the bus. Make sure your logo and branding are prominent so that people remember your message.



### Keep it consistent

If you're advertising across multiple locations or amenities, make sure your messaging and branding are consistent across all of your ads. This will help build brand recognition and make your message more memorable.



### Offer something of value

People are more likely to engage with ads that offer them something in return. Consider including a promotion, discount code, or QR code that leads to a special offer.

# Pricing

*Welcome! You've come to the right place – now for the details!*

Our pricing is competitive and based on the ad format and duration of the campaign. We offer discounts for long-term contracts, so the longer you advertise with us, the more you save. We also provide information regarding available printing services for your ads, making it easy for you to get started with your advertising campaign. The following list includes options on fixed route buses, MET Plus (ADA) vehicles as well as locations along our bus routes. But act fast – these spaces are in high demand and are available on a first-come, first-served basis.

Keep in mind that any creative and production costs for your advertising content are not included in the lease fees listed in our price menus. But don't let that stop you from taking advantage of this unique opportunity to get your brand in front of the eyes of the nearly 120,000 residents plus all the visitors to our community. Let's work together to connect more people to more places more often!





# Pricing

## BUS BENCHES (Per Unit)

Street Side Ad Front	6'x2'	\$85/mo
Reverse Side Ad Back	3'x2'	\$45/mo
Shelter Side Ad	2'x4'	\$85/mo

## FIXED ROUTE BUSES – INTERIOR (Full Fleet)

Bus Card SM (20 units)	18" x 11"	\$200/mo
Bus Card MD (20 units)	28" x 11"	\$300/mo
Bus Card LG (20 units)	56" x 11"	\$400/mo
Bus Card XL (20 units)	112" x 11"	\$500/mo
Back Wall Signage	Custom	TBD
Ceiling Signage	Custom	TBD
Dividers Signage	Custom	TBD
Digital Display (17 units)	21" screen (measured diagonal)	\$200/mo

## FIXED ROUTE BUSES – EXTERIOR (Per Unit)

Bus Headlight Sign*	39.75" x 21"	\$100/mo
Bus Taillight Sign	72" x 21"	\$150/mo
Bus Curbside Panel Wrap	50" x 30"	\$200/mo
Bus Curbside Window Wrap	105.5" x 41"	TBD
Bus Curbside Half Wrap	Custom	TBD
Bus Street Side Panel Wrap	110" x 30"	\$250/mo
Bus Street Side Window Wrap	105.5" x 41"	\$300/mo
Bus Street Side Half Wrap	Custom	\$400/mo
Bus Full Wrap	Custom	\$995/mo

\*These displays are lowered when the bike rack is in use, which is less than 25% of operational time.

## MET Plus (ADA) Vans (Per Unit)

Van Street Side Half Wrap	Custom	\$300/mo
Van Back Wrap	Custom	\$295/mo
Van Full Wrap	Custom	\$800/mo

# Product Offerings

*Bench ads*



**Bus Bench Street Side Ad Front**

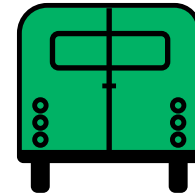
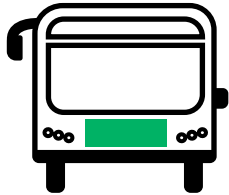


**Bus Bench Reverse Side Ad Back**



# Product Offerings

*Exterior wraps and signs*



## Bus Headlight Sign\*

*\*These displays are lowered when the bike rack is in use, which is less than 25% of operational time.*



## Bus Taillight Sign



## MET Plus (ADA) Van Back Wrap

*Areas highlighted in green indicate approximate ad placement.*

# Product Offerings

Exterior wraps and signs



## Bus Full Wrap

*\*Wrap includes both sides of the vehicle.*

*Areas highlighted in green indicate approximate ad placement.*

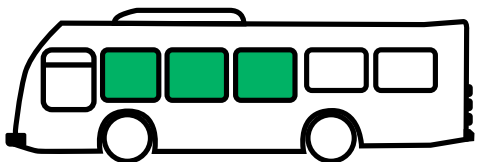


# Product Offerings

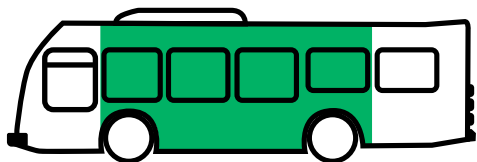
*Exterior wraps and signs*



**Bus Street Side Panel Wrap**



**Bus Street Side Window Wrap**



**Bus Street Side Half Wrap**

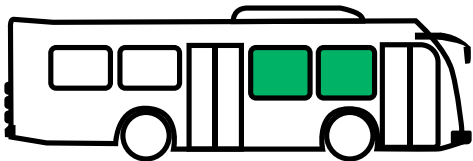
*Areas highlighted in green indicate approximate ad placement.*

# Product Offerings

*Exterior wraps and signs*



**Bus Curbside Panel Wrap**



**Bus Curbside Window Wrap**

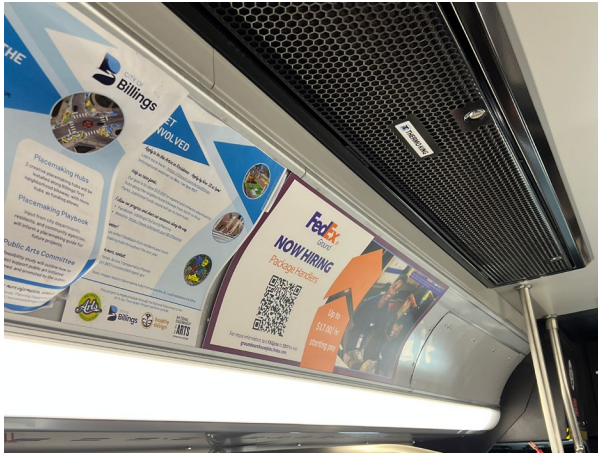


**Bus Curbside Half Wrap**

*Areas highlighted in green indicate approximate ad placement.*

# Product Offerings

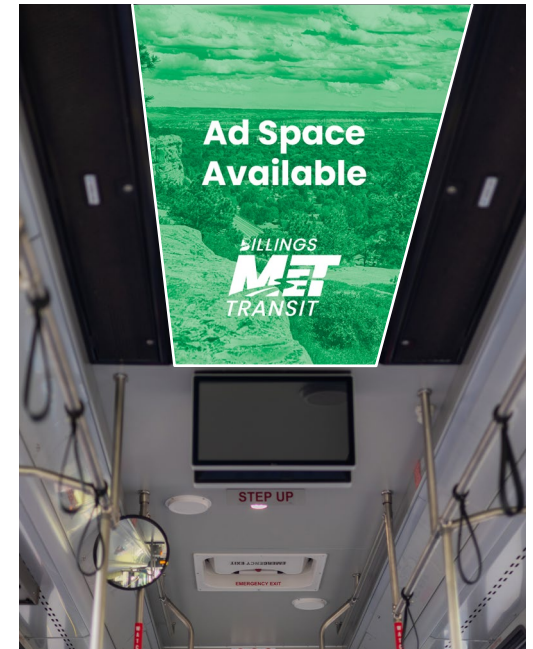
*Interior wraps and signs*



**Interior Bus Card**



**Interior Digital Display**



**Ceiling Signage**

*Areas highlighted in green indicate approximate ad placement.*



# Product Offerings

*Interior wraps and signs*



**Back Wall Signage**



**Dividers Signage**

*Areas highlighted in green indicate approximate ad placement.*

# Advertising Policy

## *Purpose of policy*

It is the objective of this policy to establish, define and communicate standards of content neutrality for commercial advertising and other displays, assurance of compliance with all applicable federal, state and local laws, codes, rules, regulations, resolutions, ordinances and policies, for such displays or exhibits by individuals or entities working in cooperation with the City of Billings Aviation & Transit Department (hereafter the A&T Department) for placement in or on any facility, vehicle, equipment, or other asset or property owned or controlled the A&T Department.

## *Statement of policy*

A&T Department facilities and amenities constitute non-public forums that are subject to reasonable and viewpoint-neutral limitations and restrictions as set forth in this policy. The primary purposes of these facilities, and any connected amenities, are to serve and facilitate the purposes of commercial advertising for revenue generation, to provide orderly operations of transportation services, and to conduct the A&T Department operations in an efficient and non-disruptive manner. The allowance of commercial advertising or paid displays, governmental public service advertising,

government funded non-profit organization's public service advertising and displays or exhibits of an artistic, cultural, or historic nature, is incidental to the purposes of the facilities and amenities and will be discontinued should they interfere with these primary purposes.

The limitations set forth in this policy allow advertisements that only propose a legitimate commercial transaction, or promote tourism, in a manner that meets the primary purposes of the A&T Department facilities and amenities. In accordance with Federal Grant Assurances, the advertising program revenues help the A&T Department to be as self-sustaining as possible and assist in maintaining a safe, welcoming and comfortable environment for the captive audience of passengers utilizing City provided transportation services, including minors, and those working at the facilities.

## *Individuals and entities affected by the policy*

This policy applies to all individuals, or entities, who place advertising, marketing, display, or exhibit content and materials in or on any facility, vehicle, equipment, or other asset or property owned or controlled by the A&T Department.

# Advertising Policy

## Exclusions and exceptions

There are no exclusions or exceptions to this policy for individuals or entities other than federal, state or local officials, who may ask to waive the approval procedures in the event of emergent public service announcement needs and at the sole discretion of the A&T Department.

If any portion of this policy shall be held by a court of competent jurisdiction to be unconstitutional or invalid, it is the intent of the A&T Department that the invalid portion, or specific requirement be considered eliminated and not affecting the validity of the remaining sections, or specific requirements, or guidelines that shall remain in full force and effect. The A&T Department reserves the right to update this policy at any time without prior notice.

## Responsibilities

The A&T Department assumes no responsibility for the preservation, protection or prevention of possible damage or theft of any item(s) displayed or exhibited in or on any facility, vehicle, equipment, or other asset or property owned or controlled by the A&T Department, unless otherwise expressly

stated in an associated Advertising Amenity Lease and Service Agreement (hereafter Advertising Agreement).

The A&T Department maintains the responsibility to ensure compliance with applicable laws, ordinances, and policies for content to be displayed or exhibited in or on any facility, vehicle, equipment, or other asset or property owned or controlled by the A&T Department.

## Standards

The A&T Department has a public duty to protect public health and safety, particularly that of minors in accordance with any rule(s) established by the City Council and published in the Billings, Montana City Code (BMCC) and Code of Ordinances, as well as any other City policy or resolution, state or federal law designed for the same purpose, and it is expected that anyone seeking inclusion or participation in the programs for advertising, marketing, display or exhibits will participate with the same spirit of consideration.

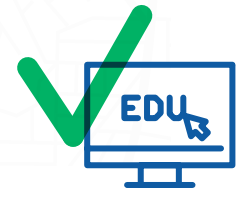


# Permitted Advertising and Displays

## *Allowed advertising and display types*

Subject to the exceptions listed below, the following types of advertisement are permitted:

- Advertisements that only propose a legitimate commercial transaction
- Tourism promotion
- Non-profit convention and visitors bureaus
- Regional non-profit tourism corporations
- Museums recognized by the Museums Association of Montana
- Public service announcements of a government agency or governmentally funded agency
- Displays or exhibits of an artistic, cultural, or historical nature
- Universities, colleges, trade schools and other continuing education classes



# Permitted Advertising and Displays

## *Advertising and display exceptions*

The following are prohibited:

- Political advertisements
- Election advertisements
- Advertisements for age-restricted products and services, such as alcohol, tobacco, marijuana, or gambling establishments
- False, misleading, or deceptive material
- Depictions of, or references to, nudity, lewd behavior, or sexual products
- Religious advertisements
- References to any implied endorsement of products or services by the City of Billings, its representatives, or agents
- Advertisement contains speech that is so objectionable under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with the primary purposes of the A&T Department
- Advertisement with demeaning, derogatory, or exclusionary reference to any group, whether based on race, religion, sex, gender identity, ethnicity, ability level, national origin, or other category





# Permitted Advertising and Displays

**The A&T Department retains the sole right to approve or decline any proposed content and materials as follows, utilizing the guidelines established herein:**

- Content for advertising that is part of an Advertising Agreement will follow the approval process as outlined in said agreement, including compliance with specifications, installation, care requirements, file, document, or data types and the delivery of any associated fees to the A&T Department.
- Marketing materials that are for free public display, such as brochures, flyers, magazines and similar items must be submitted to the appropriate A&T Department Administrative Office and include a sample for review and approval prior to being displayed (Airport, 406-657-8495, or MET Transit, 406-657-8218).

Adverse decisions may be appealed to the A&T Department Director, who will review the case in its entirety and provide a final determination and decision.

Art for display or exhibit within an A&T Department facility will be approved or declined through the A&T Department, or delegated entity, upon receipt and review of a fully completed Art Display & Exhibit Application. Approved submissions must complete an Advertising Agreement, including compliance with specifications, installation and care requirements.



## Contact

Our advertising team is ready to assist you in creating an effective advertising campaign.

*Please contact us to get started.*

**406.657.8482**

**[METadmin@billingsmt.gov](mailto:METadmin@billingsmt.gov)**

Don't miss out on this opportunity to reach the growing community of Billings through advertising with MET Transit!





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