



media
kit
2017



Mountain Rides
PO Box 3091
Ketchum, ID 83340
www.mountainrides.org
208-788-RIDE (7433)

Statement of Purpose:

Mountain Rides provides and supports a full range of transportation alternatives for Blaine County and adjacent communities that are safe, user oriented, environmentally friendly, economically sustainable and supportive of a strong local economy.

Goals:

- Provide and advocate for well-funded transportation system that reduces the number of single occupancy vehicle trips and meet the needs of our communities.
- Promote knowledge and increase awareness of the social, financial, environmental and community benefits of transportation alternatives.
- Promote regional cooperation on transportation issues.

Services:

- Free fixed route bus service in Ketchum and Sun Valley
- Commuter bus service connecting the Wood River Valley
- Specialty van services for seniors and the disabled
- Commuter vanpool service to/from points outside of Blaine County
- Bike and pedestrian programs including a community bike share program

Routes and Ridership

Routes:

- **Valley:** Connects Bellevue, Hailey, Ketchum, and Sun Valley. One of Mountain Rides' highest use routes. Operates 365 days/year from 6a until 11p.
- **Hailey:** Connects points in Hailey including Woodside, Community Campus, St. Luke's clinic/airport, and downtown Hailey. Operates Mon-Fri year-round.
- **Blue:** Connects points in Ketchum and Sun Valley including Warm Springs, downtown Ketchum, Sun Valley Village, Dollar, and Elkhorn Springs. One of Mountain Rides' highest use routes. Operates 365 days/year from 7a until 9:30p year-round and until 2a in summer and winter.
- **Red:** Connects Elkhorn neighborhoods with River Run, West Ketchum, and downtown Ketchum. Operates winter and summer only from 8:30a until 5p.
- **Silver:** Connects Sun Valley Village with River Run through downtown Ketchum. It is one of the busiest routes during winter. Operates winter only from 8:30a until 6p.
- **Bronze:** Connects Sun Valley Village with Warm Springs over Saddle Rd. Operates peak winter only.

Ridership and service:

Mountain Rides has seen its three best years of ridership EVER in the past three years:

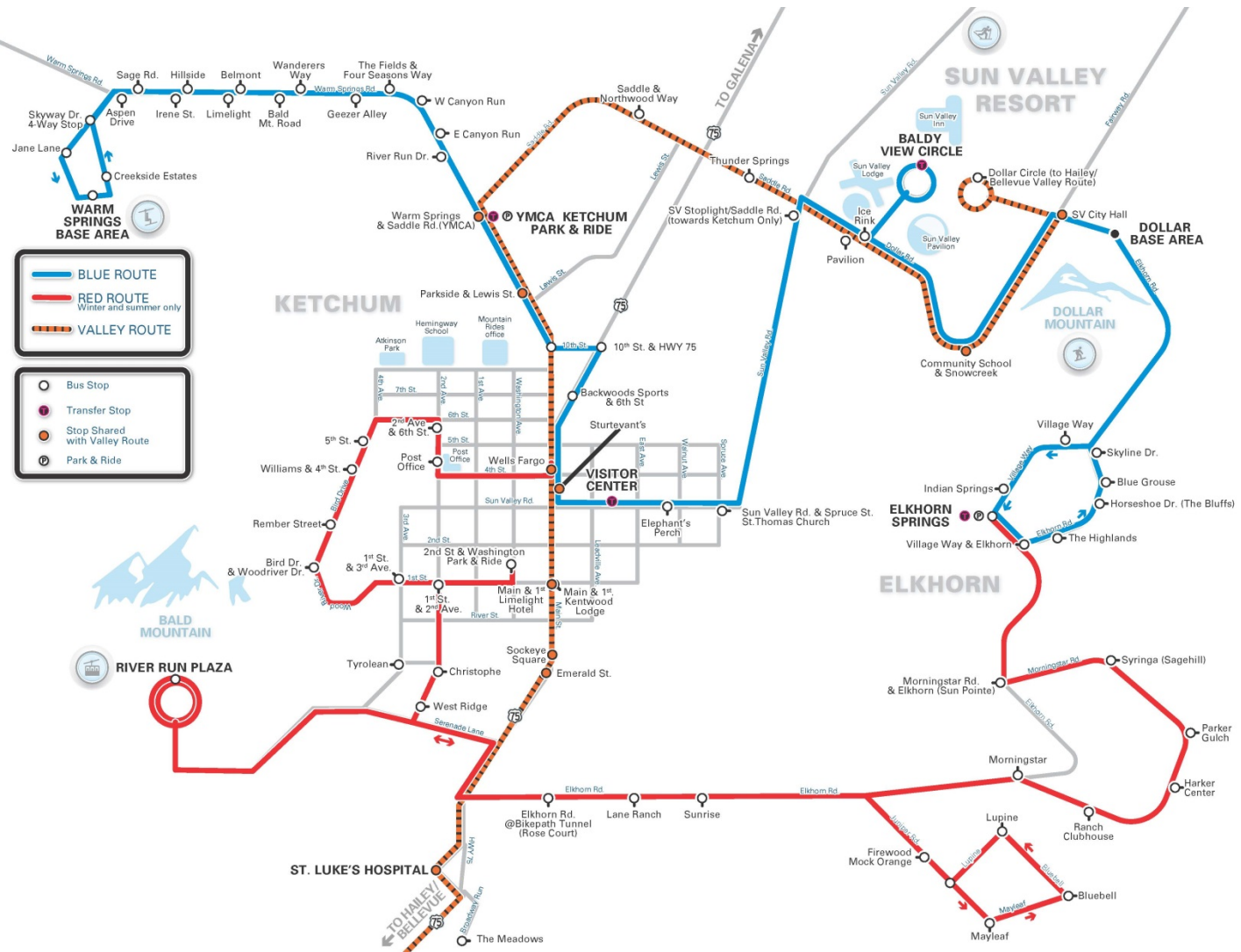
- 2014 = 523,880
- 2015 = 498,226
- 2016 = 523,195

Mountain Rides operates approximately 31,000 hours of revenue service per year (1 bus operating 1 hour on a route = 1 hour of revenue service)

Recent Successes:

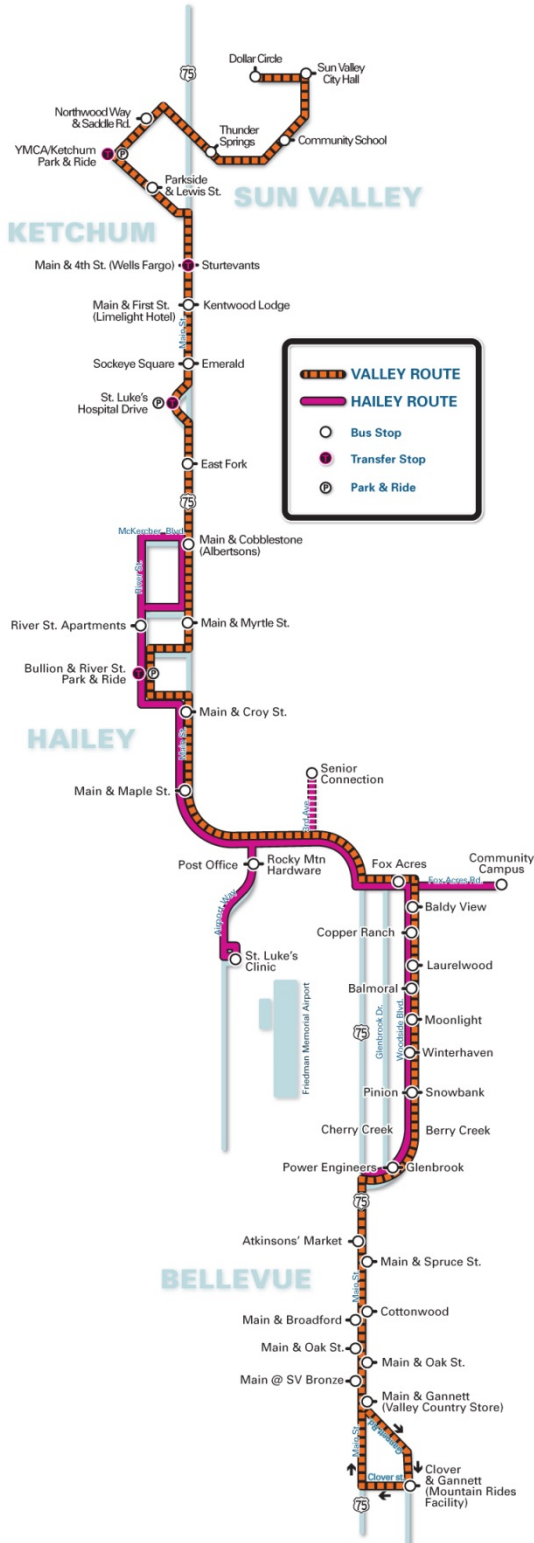
- Expanded late night service, winter and summer
- Record breaking holiday week in Dec 2016 with over 30,000 riders in 8 days
- New Galena Route connecting Ketchum with Galena Lodge
- Mountain Rides continues to operate extremely safely with zero at-fault injury accidents for almost 4 years running

Ketchum/Sun Valley bus route map



Valley and Hailey bus route map

Advertise on bus passes



Valley Route Bus passes are sold at a variety of outlets from grocery stores to convenience stores. We print these several times a year and can put an ad on the back of these passes. Put your message in the hands of our riders! Call us for more details and pricing.



Ridership demographics

Bus – Valley and Hailey Routes:

- Commuters
- Students
- Non-profit clients
- Environmentally conscious
- Females (currently 75% of riders)
- Transit dependent
- Non-English speaking

Bus – Ketchum/Sun Valley Routes (Blue, Red, Silver, Bronze)

- Locals
- 2nd Homeowners
- Visitor
- Seniors
- Some commuters
- Recreationists

Interior Ads are seen by our ridership of over 500,000 people annually, a ridership that is increasing every year.

Many riders are regular riders producing a strong repetition of exposure to the ads.

Advertisements on buses create a great “Captive Audience” for anywhere from 5 to 30 minutes.

Vanpool

- Commuters
- Out of county residents
- Service industry employees

Interior Advertising

Interior Ads Contracts avail. for any # of months	Approximate Size (Must be 11" high with lamination)	Price per Ad (Placement on all 16 MR buses)
Single month ad	17" wide x 11" high	\$200
6 month ad	17" wide x 11" high	\$850
12 month ad	17" wide x 11" high	\$1500

Please note:

1. Ads must be submitted according to standards set by Mountain Rides.
2. Discounts available for multiple placements on exterior ads: 10% for 2-4 placements; 20% for 5 or more placements.
3. Non-profit entities receive a 50% discount on ads for events or programs.
4. Public Service Announcements from non-profits will be accepted on a space available basis for interior ad space.
5. Interior Poster pricing does not include graphic design. Twenty-five (25) laminated posters, 11"x17", should be delivered to Mountain Rides. Posters will be installed within 5-7 business days.
6. Interior ads are included FREE with purchase of an exterior ad spot.



11" total height WITH lamination
10.125" visible area (the mounting rail covers a small portion at both top and bottom)

- Are you looking for a way for your business to be seen day after day by tens of thousands of people – locals, tourists, and part-timers? Something that is highly visible and attractive? A truly unique advertising opportunity...
- Exterior ads are seen by all those who live, work, or visit the Wood River Valley. We have buses that run throughout Ketchum, Sun Valley, Hailey, and Bellevue, 7 days a week, 365 days a year.

68% of Americans say they make shopping decisions in their car.
Create a buzz and re-route that decision directly toward your business.



These moving billboards come in a variety of sizes and high-impact formats that put your message in front of people where they Live, Work, Shop, and Play.

EXTERIOR ADS - all priced for 1 year contracts*	Cost of ad space			Estimated cost of vinyl ad production and install**
	Tier 1 bus	Tier 2 bus	Tier 3 bus	
Rear panel	\$3,000.00	\$2,000.00	\$1,000.00	\$800-\$1000
Drivers side panel	\$2,000.00	\$1,000.00	\$500.00	\$700-\$900
Passenger side panel	\$2,000.00	\$1000.00	\$500.00	\$700-\$900
3 panel wrap (both sides and rear of bus - approx 400 sq ft)	\$6,000.00	\$3,000.00	\$1,500.00	\$2800-\$3500

NOTE:

* 6-month contracts may be available in certain cases, but 1 year contracts will be pursued first. Contact Mountain Rides for 6 month ad space pricing.

** Production prices are provided for information only. Contact Hawley Graphics or Windy City for current pricing and to confirm that they have an accurate template for the particular bus for your ad. Creation of a bus ad template may cost extra and is the responsibility of the advertiser.



Rear End Wrap

Actual advertisement sample – a great way to be seen throughout the valley!

BUS	USAGE high = 1501-3000 hours/year medium = 701-1500 hours/year Low = less than 700 hours/year	PRIMARY ROUTES (buses may not always run on same routes)	PRICING TIER
1	HIGH	Blue, Silver	1
2	HIGH	Blue, Silver	1
3	HIGH	Blue, Silver	1
4	HIGH	Blue, Silver	1
5	HIGH	Valley	2
28	HIGH	Blue, Silver	1
29	HIGH	Valley	1
30	HIGH	Valley	1
34	HIGH	Blue, Silver	1
201	HIGH	Valley	1
417	HIGH	Red, Hailey	2
12	MEDIUM	Red, off-season on Blue	3
16	MEDIUM	Red, off-season on Blue	3
27	MEDIUM	Valley	2
31	MEDIUM	Hailey, Blue	2
32	MEDIUM	Hailey, Blue	2
33	MEDIUM	Hailey, Bronze	3
23	LOW	Galena - floater	3
25	LOW	Floater	3
14	LOW	Floater	3

- Mountain Rides (MR) works with Hawley Graphics and Windy City Arts for exterior production and installation. Exterior panels are designed to last 2-3 years. Mountain Rides reserves the right to disallow certain ad installers from putting graphics on Mountain Rides buses due to concerns about damage to bus and ad quality.
- Hawley Graphics Contact information:
 - Andy Hawley, 208-788-2296 or andy@hawleygraphics.com
- Windy City Arts Contact Information:
 - Daniel Hansen, 208.788.7446 or sign@windycitysv.com

All advertising on buses must comply with the following guidelines:

- Must be for the purpose of promoting a business transaction or service
- Must avoid controversial, explicit, or shock advertising
- Shall not promote products or services that the board deems to be inappropriate or out of character with our community
- Must meet graphic standards set by MR that include:
 - A graphic scheme (picture, logo, colors, etc.) that complements MR graphics and logo
 - A maximum of 10 words that must be at least 5" tall for bus side ads, 4" tall for bus rear ads, and 3" tall for commuter van ads
 - A maximum of 2 items of contact information (phone and website OR phone and address OR address and website – each piece of contact info counts as 1 word against the total of 10)
 - A company logo (counts as 1 word against the total of 10)
 - Recommend design should include one picture or graphic for clear visibility
 - Mountain Rides staff has final approval on all ads

WINTER SEASON TIMELINE FOR EXTERIOR ADVERTISING

October 15thContract deadline*

October 25thCreative/artwork for approval to Mountain Rides (allow up to 7 days)

November 1stFinal files to Windy City Arts or Hawley Graphics

By November 15thAdvertising installed on buses

*Start dates are flexible depending on panel availability, but Mountain Rides will not allow exterior ad installation between December 1st and April 1st.



Mountain Rides
ADVERTISING CONTRACT

800 1st Ave N,
PO Box 3091
Ketchum, ID 83340
208-788-7433
www.mountainrides.org

ADVERTISER INFO

Business Name: _____

Contact Person: _____

Address: _____

Phone: (____) _____

Email: _____

Order Info

Description/Type of Ad	Quantity	Unit Price	Production Price	Item Total
			Subtotal	
			Less any discount	
			TOTAL ORDER	

PAYMENT INFO

Payment for production costs must be made at time of contract execution and shall be paid directly to Windy City Arts or Hawley Graphics. Deposit of 50% to hold ad space and balance of payment for ad space is due upon installation. We will accept quarterly payments for annual contracts, upon request.

CONTRACT TERM: _____

Date: _____

ACCEPTED BY

Advertiser Contact (print): _____ Mountain Rides: Kim MacPherson

Advertiser Signature: _____ MR Signature: _____

Date: _____

Date: _____