



ATA helps media buyers get on the bus in Merrimack Valley

Greenland firm markets prime mobile ad space on 44 MVTRA buses.

ATA Outdoor Services

Bus Signage and Wraps

Trolley Signage and Wraps

Train Signage

Shelter Signage

Recreation Areas Advertising

Sporting Venues Advertising



GREENLAND, N.H. -- Alternate Transit Advertising, Inc. (ATA) has been awarded the contract to market advertising on Merrimack Valley Regional Transit Authority Buses, as of August, 2007.

The advertising is placed inside and outside the 44 buses operated in Massachusetts by Merrimack Valley Regional Transit Authority (MVRTA). The MVRTA serves eight communities from Amesbury to Andover spanning 150 square miles with passenger rides exceeding two million annually. "The Merrimack Valley region is a thriving and natural offshoot to nearby mobile media areas already served by ATA, many of which are sold to capacity," said Jane Marlow Cutter, the president of ATA.

Cutter added that transit advertising has become an increasingly valuable resource for transit companies and advertisers alike. "Because it's outside in public areas, transit advertising reaches its audience with high frequency, in many locations, day after day," she explained. "Many Americans spend more than 15 hours per week in an automobile and increasingly find themselves making purchasing decisions on their way home from work. That's why advertising dollars invested in this format have consistently delivered strong returns." Transit advertising also works to significantly enhance the effectiveness of other media buys in a market. Best of all, there is never wasted distribution, because buses travel only where people are - cities, suburbs, malls, supermarkets, entertainment venues, and anywhere else people need to be.

ATA has raised millions of dollars in revenue during the past 15 years for public transit authorities throughout Maine and New Hampshire. MVRTA is now the eighth transit system represented by ATA. Transit advertising vastly increases non-fare revenue, an effort in which transit organizations are consistently engaged. Advertisers benefit from moving signage throughout a region boasting over 600,000 residents, extending from the New Hampshire border down to Boston.

ATA is known for its honest sales approach, personal availability, and excellent service. The proximity to each of their represented markets ensures their ability to see the entire process through--from an advertiser's initial inquiry to providing digital proofs of posting images. ATA's markets not only feature advertising opportunities on mass transit vehicles and shelters, but also on the Amtrak Downeaster Rail, minor league sporting venues, and community recreation arenas. If you're a media buyer, ATA is the company to look to when it comes to efficiently raising your visibility in New England.

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IN NEW ENGLAND

Concord, NH • Manchester, NH • Nashua, NH • Portsmouth, NH • Bangor, ME • Lewiston/Auburn, ME
Portland, ME • Merrimack Valley, MA • Amtrak Downeaster Rail, from Portland ME to Boston MA