

2025 **STAR TRANSIT** MEDIA KIT



Contact Us



877-631-5278



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www.facebook.com/startransit



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About Us



Our vehicles travel where no other outdoor advertising exists, taking your message directly to your audience.

Founded in 1980, STAR Transit's mission is to improve quality of life by providing safe, affordable and reliable mobility options.

Markets: Kaufman County, Rockwall County, Seagoville, Balch Springs, Mesquite, DeSoto, Cedar Hill and Duncanville.

STAR Transit is a political sub-division of the state of Texas and provides over 215,000 rides per year with a fleet of 55 buses. All of our buses are ADA compliant and can accommodate most mobility aids.

Because we are public transportation, the ridership demographic mirrors the municipalities where the buses operate.

Our vehicles operate Monday – Friday, 6:00 am – 6:00 pm in most areas. We operate approximately 254 days out of the year.



WHY TRANSIT ADVERTISING WORKS

Transit advertising gets your brand in front of people where they live, work, and move. Whether it's a complete bus wrap, side panel or back wrap, it's always on and always visible — no clicks required.

High Visibility: Transit ads are hard to miss and are billboards on wheels. They travel in high-traffic areas and move with the crowd.

Broad Reach: Great for building brand awareness across diverse, local audiences.

Cost-Effective: You get repeated exposure at a fraction of the cost of digital or TV ads. Transit advertising is one of the least expensive media platforms in terms of both absolute and relative costs, and outperforms with the lowest average cost per impression of any other media.

Local Impact: Perfect for targeting specific communities, commuters, and foot traffic. The larger than life impact leads to exceptional recall when customers seek your product or service.

Always On: No ad blockers, no off-switch.

In short, transit ads go where people go — and that's exactly where your brand should be.



Rate Card

FULL BUS WRAPS - OWN THE ENTIRE BUS!



No. of Buses	1 Month	12 Months
1	\$1,250/month	\$1,125/month

Production (Wrap, Install, Removal): \$5800 per wrap

KING PANELS - DRIVER SIDE PANELS

No. of Buses	1 Month	12 Months +
1	\$350/month	\$315/month



Production (Wrap, Install, Removal): \$850 per wrap

QUEEN PANELS - PASSENGER SIDE PANELS

No. of Buses	1 Month	12 Months +
1	\$300/month	\$290/month



Production (Wrap, Install, Removal): \$500 per wrap

BACK WRAP - LOCATED ON THE BACK OF EACH VEHICLE

No. of Buses	1 Month	12 Months +
1	\$600/month	\$540/month

Production (Wrap, Install, Removal): \$700 - \$1500 per wrap



Ad Examples



PROMOTE YOUR BUSINESS



USE TO HIRE



USE FOR INFORMATION



PROMOTE PROGRAMS

Contact Us

**FOR MORE INFORMATION OR TO DISCUSS
CUSTOMIZED PROPOSAL OPTIONS, PLEASE CONTACT:**



KIM BRITTON

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