

2025 **STAR TRANSIT** MEDIA KIT



Contact Us



877-631-5278



www.STARtransit.org

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 improving quality of life through safe, affordable, and reliable mobility.

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

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

High Visibility: Your message travels where people live, work, and shop — reaching thousands every day. Large, vibrant displays make your brand impossible to miss.

Repetition That Builds Recognition: Commuters, drivers, and pedestrians see your message again and again, building familiarity and trust over time.

Captive Audience: Riders spend minutes — not seconds — with your ad. Interior placements keep attention while people wait, ride, or sit in traffic.

Broad, Diverse Reach: Transit ads connect with audiences across entire communities — urban, suburban, and rural — reaching customers other media often miss.

Cost-Effective Exposure: With low cost per impression and long display times, transit advertising delivers more impact for every dollar spent.

Community Connection: Advertising on local buses shows your support for public transportation and the communities you serve.



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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