

Creating Ads, Flyers and Posters

The toolkit includes **four templates** for creating promotional materials.

- **Newspaper Ad** (three sizes/configurations) – to run in your local newspaper
- **Flyer** - letter sized (8.5" X 11") – for use as a handout or small bulletin board poster
- **Poster**- tabloid sized (11" X 17") – for posting on bulletin boards, store windows or other venues
- **Direct Mail Post Card** – for mailing to homes within your service area

You can use any of the templates to convey one of **four types of messages**.

General Message

To create awareness for your system and the types of services you provide. This type of ad, flyer or poster should include the following:

- **Images:** Use a photo of your vehicle (possibly with passengers boarding) or an appropriate graphic from the Graphics Library.
- **Headline:** Use a headline that communicates what your agency does, such as:

Trinity Transit Connects You to the County, the Coast, Redding and Beyond

YARTS - Public Transit to Yosemite

Anyone Can Ride

- **Text:** The text should describe the types of services you provide, the areas you serve and the benefits you offer.
- **Call to action:** Provide readers with the next step for them to take.
- Always prominently display your web address and phone number
- Use your logo prominently and consistently

Targeted Message

To appeal to a specific target group such as seniors, students or commuters.

- **Images:** Use a photo from the photo library that conveys the target market you are speaking to.
- **Headline:** Use a headline that describes the benefit you offer this target group, such as:

Kern Transit Connects You to Your Future (for College Students)

Bus Service to Jobs All Over XYZ County

- **Text:** The text should build on the headline, provide information about the services offered and how they can benefit the target audience.
- **Call to action:** Provide readers with the next step for them to take.

- Always prominently display your web address and phone number
- Use your logo prominently and consistently

Testimonial Message

To appeal to a specific target group by using an actual rider to speak to the benefits of the service.

- Images: Use a photo of one of your riders who is representative of the group you want to speak to (e.g. senior, student, worker, shopper, family, etc.)
- Headline: Use a quote from the riders as your headline. For example:

“I ride MBTA to work and save over four hundred dollars a month.”

“I don’t have to rely on someone else for a ride.”

- Text: The text should build on the headline, provide information about the services offered and how they can benefit the target audience. This can be done by describing the experience of the testimonial rider.
- Call to action: Provide readers with the next step for them to take.
- Always prominently display your web address and phone number
- Use your logo prominently and consistently

Service Specific Message

To convey information about a specific service that you offer.

- Images: Use a photo of your vehicle or a simple route map for the service you are promoting.
- Headline: The headline should let the reader know what the service you are promoting has to offer:

Need a Ride to Redding?

Doctor or dentist appointment in Canby? XYZ Transit is just what the doctor ordered.

Getting around is easy and inexpensive on Sage Stage Dial-a-Ride

- Text: The text should describe the basics of the service – where it goes, when it runs, and the fare.
- Call to action: Provide readers with the next step for them to take.
- Always prominently display your web address and phone number
- Use your logo prominently and consistently.

Direct Mail Post Card

To convey information about the services you provide in a specific area to people who live within that area. The post office’s “Every Door Direct Mail” program makes it easy to mail to every home within an area that you define.

- Images: Use a photo of your vehicle or a simple route map for the service you are promoting.
- Headline: The headline should let the reader know what the service you are promoting has to offer people in their community.

Need a Ride to Redding?

Doctor or dentist appointment in Canby? XYZ Transit is just what the doctor ordered.

- Text: The text should describe the basics of the service – where it goes, when it runs, and the fare.
- Call to action
- Always prominently display your web address and phone number
- Use your logo prominently and consistently.

Example Text

General Text Example

Need a Ride? Twin Pines Transit is the Way to Go

Twin Pines Transit serves residents and visitors throughout the Twin Pines area daily. With scheduled stops throughout Little Pines Village, the Pine Forest and Pine Lake areas, and Big Pines Township, Twin Pines Transit provides convenient and affordable transportation to shopping, medical appointments, recreational opportunities, employment, Big Pines Community College, and much more.

Fares are as low as \$2.00 (\$1.00 for seniors and persons with disabilities) each way.

For map, schedule and complete fare information, visit www.TwinPinesTransit.org or call 000-000-0000.

Targeted Text Example

Take the Harrington Express for a Stress-less Commute

The Harrington Express provides a convenient, comfortable, and economical ride for commuters from Harrington's outlying areas to downtown businesses daily, Monday through Friday. Express riders enjoy time to read, catch up on emails, or just relax and arrive at work prepared for the day.

They save wear and tear on their vehicles, too, and on fuel expenses.

Find out how you can save time and money on the Harrington Express at www.HarringtonTransit.com, or call 000-000-0000.

Testimonial Text Example

"I get to keep my independence."

Rae Hartenberger volunteers in the gift shop at her local hospital, goes to Bible study once a week, visits the library, runs errands to the bank and pays her bills on the first of the month – without having to rely on family members for a ride.

“My daughter is always willing,” she says, “But she just doesn’t have that much time.”

Rural Public Transportation gives Rae the freedom to keep her own schedule. It helps her daughter, too.

Throughout Missouri, Rural Public Transportation makes it possible for people just like Rae to remain active members of their communities. For information about rural public transportation in your area, call 000-000-0000.

Service Specific Text Example

Getting around is easy and inexpensive on Sage Stage Dial-a-Ride

If you live within 10 miles of Alturas, Sage Stage’s Dial-a-Ride will pick you up at your door and take you wherever you need to go within the Alturas area - shopping, doctor’s appointment, hairdresser, or just out for lunch.

Dial-a-Ride runs weekdays from 8 a.m. to 4 p.m. Reservations can be made in advance or on the day of travel (on a first come-first served basis). Within the City of Alturas, the fare is only \$2.00 (\$1.50 for seniors and persons with disabilities). For complete fare and schedule information, visit www.sagestage.com.

Post Card Example

Take a Day Trip to Palm Springs Without Driving

Morongo Basin Transit Authority will take you to Palm Springs to do anything you’d like for as little as \$9 round trip. Catch the Fabulous Follies, see a movie, shop, have lunch, visit Desert Hills Hospital, or do anything else you’d like.

MBTA’s Route 12 offers three trips a day from Yucca Valley to Palm Springs every weekday, so you have plenty of time to enjoy a relaxing, fun day.

For complete schedule and fare information, visit www.mbtabus.com, or call 000-000-0000.