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How to bus shelter advertising by [Harry Tan](#)

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Outdoor advertising has many forms and it is one of the fastest growing areas of advertising in the last decade. And some of the big companies use bus stop and shelter advertising to get a quick message across to a travelling audience. Advertising and Marketing on bus shelters allow advertisers to reach a large number of people in a short amount of time. Most people waiting at the bus stop do not have anything else to do but wait. And reading an advertisement will help pass the time. A well executed advertisement will catch and hold the eye of someone waiting.

One thing to know though is that this format is all about impact and design. The turnaround from design and production to placement can be very quick and there are always people on hand to help you in this department such as the Best Advertising Agency in your area. This format also has some real advantages over the large outdoor billboard advertising displays you see in the high street or on the side of buildings next to a motorway. Bus Shelter Advertising is highly visible to both pedestrians and vehicles due to curbside position in densely trafficked areas. There's also great ad impact since passengers have few distractions as they wait in shelters, thus elevating potential for ad readership. The magazine-quality reproduction also provides an appealing showcase.

The first thing you should do is to contact the advertising authority. Most bus shelters are owned by the government but sell ad space through other companies. Contact information for Advertising and Marketing is normally listed on the actual bus shelter. If there is none, contact the city's advertising division. The sales representative will tell you the price of your ad on a bus shelter, along with how large the ad will be, and how long the ad can remain on the bus shelter. They will also give you statistics on how many bus riders will see your ad and if businesses who advertised in the past have had success from using those particular bus shelters.

Next, you need to calculate the cost of executing the advertisement as well as placing the ad in bus shelters. The best advertising agency creates and distributes the ad, while the sales representative for the city's transit authority just provides the space. Make sure the dimensions of the ad will fit the allotted space. It will cost more to advertise in a large populated city where people frequently take public transportation than a small town with few bus stops.

And lastly, pay the sales representative after a contract has been drafted and signed by both parties. An Effective Advertising run is large in size, eye catching and in a highly trafficked area where it is likely to be frequently seen by many people, not just those waiting at the bus stop. The contract should be for at least a few weeks and at numerous bus shelters for maximum visualization.

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Singapore-Based Outdoor a [Advertising and Marketing](#) company, SMRT Media, is known for a [Effective Advertising](#) strategies and campaigns such as a [Digital Billboard Advertising](#), a [Airport Advertising](#) and a [Subway Advertising](#).

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