



City of Alexandria, Virginia Transit Advertising



Available Advertising

Transit Fleet

Total Bus Fleet: 101 Buses

Available Buses for Advertising: 46 Buses

Trolleys: 4

Annual Ridership

4,208,694



City of Alexandria, Virginia Transit Advertising



Alexandria Statistics and Facts

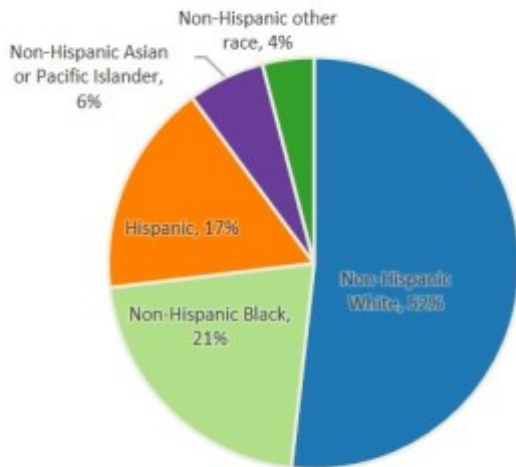
Population: 159,200

Median Household Income: \$96,700

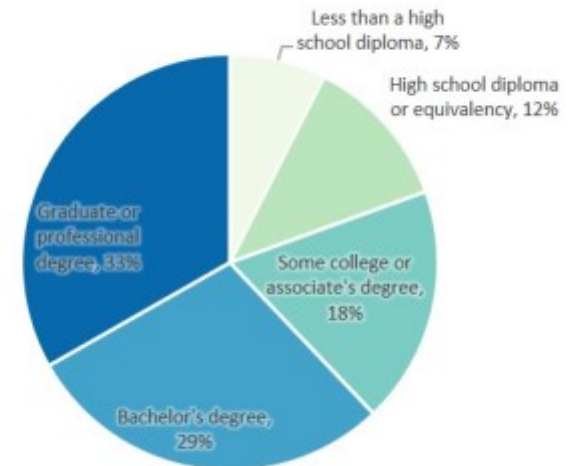
Median Age: 36

Uninsured Residents: 5.5%

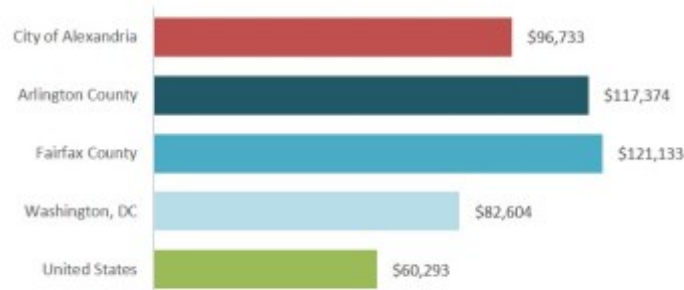
Race and Ethnicity



Educational attainment



Median household income, by comparison geography



Sources: US Census Bureau 2014-2018 ACS 5-year estimates

Attractions

Carlyle House Historic Park, The George Washington Masonic National Memorial, Old Town Waterfront, Gadsby's Tavern Museum, Fort Ward Museum & Historic Site, Jones Point Park, Mount Vernon Trail, Wilkes Tunnel

Shopping Centers

Old Town Shops, Potomac Yard Center, Bradlee Shopping Center, Huntington Station Mall

Hospitals and Medical Centers

Inova Alexandria Hospital, United Medical Center ,

Companies Headquartered in Alexandria

Institute for Defense Analyses, VSE, The Motley Fool, Port City Brewing Company, Oxford Finance, ThinkFun, Oblon law firm, Mandiant, BoatUS, and the Pentagon Federal Credit Union

Federal Agencies

National Credit Union Administration, the U.S. Patent and Trademark Office, National Science Foundation, Office of the Inspector General, U.S. Department of Defense, and the Food and Nutrition Service



City of Alexandria, Virginia Transit Advertising



DASH Transit System

46 Commuter Transit Buses

4 Trollies





City of Alexandria, Virginia Transit Advertising



Available Bus Advertising

Kong Poster: 42" x 178"

Large format poster covers entire area below window between wheels. Located on Street/Driver Side of bus.



King Poster: 30" x 144"

Traditional size bus poster
Located on the Street/Drive Side of the Bus.





City of Alexandria, Virginia Transit Advertising



Available Bus Advertising

Queen Poster: 30" x 90"

Curb side poster located by door facing riders as they board the bus.



Michelangelo

Interior bus advertising poster located on the ceiling of the bus.



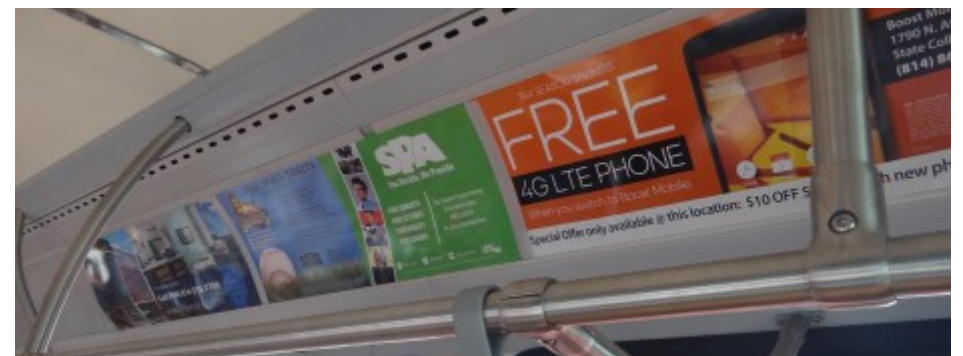
Tail Poster: 20" x 58"

Poster located at the rear of the bus facing approaching traffic and pedestrians.



Interior Card: 11" x 28"

Interior bus advertising located on both sides of the bus.





City of Alexandria, Virginia Transit Advertising

King Street Trolley Advertising



King Street Trolley Advertising

Free Hop on Transportation

Advertising Opportunities

Digital Onboard Screens

Hours of Operation

365 Days a Year

11AM—11PM

Ridership

900,000 passengers year

Route Information

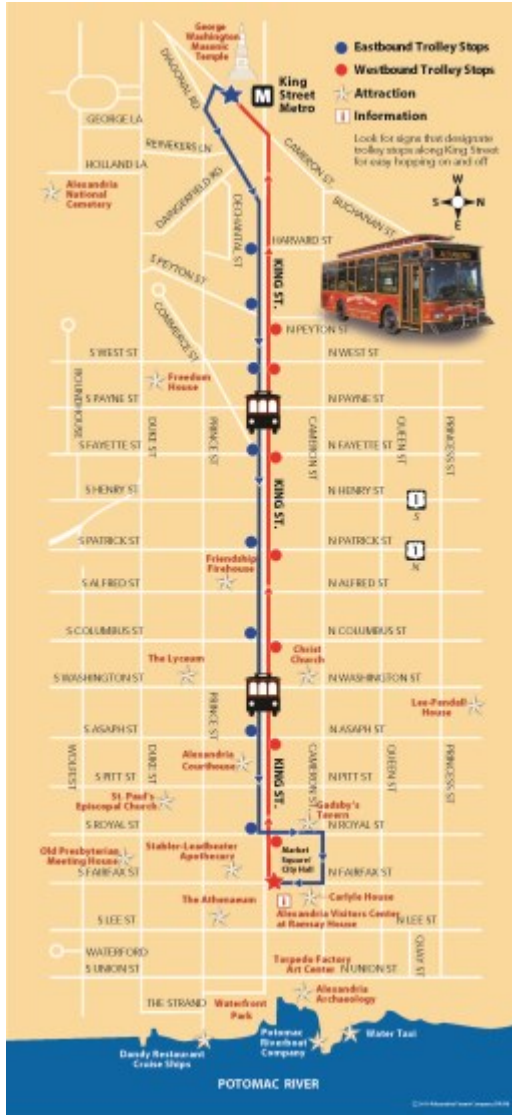
The King Street Trolley transports riders between the King Street Metrorail Station and City Hall/Market Square. The trolley runs daily, every 15 minutes with many stops for hopping on and off to explore the shops, restaurants and attractions found along Alexandria's historic main street.



City of Alexandria, Virginia Transit Advertising



King Street Trolley Advertising



Digital Onboard Advertising

The ad program utilizes high definition color digital monitors ensuring a vibrant display. Weather, transit, and events are also included alongside your ad, giving visitors an added reason to pay attention to your message.

Available Locations

4 Trolleys / 8 Screens

Size

1200 x 1000 pixels

Showing

Advertising will show a minimum of 3 times/trip.

